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FOR IMMEDIATE RELEASE

Hamilton Building Supply Introduces HBS SELECT™ Membership Benefits Program
Innovative Membership Benefits Program is a First for the Lumber & Building Materials Industry

HAMILTON, NJ, December 5th, 2019 – Hamilton Building Supply has announced the introduction of a subscription-based membership benefits program designed specifically for professional contractors and remodelers. HBS SELECT™ will be offered to all Hamilton Building Supply customers and those who choose to join the annual subscription program will realize various benefits including a year-end rebate on all purchases, free delivery with no order minimums, free stock returns and extended payment terms on a flexible basis.

“We designed HBS SELECT™ as a program to support the businesses that contractors run on a daily basis” said John Perna, President of Hamilton Building Supply. “Given the competitive nature of our industry, it’s become increasingly challenging for contractors to generate healthy profits. Our company wants to aide our pro customers in the success of their businesses”.

The primary benefit for HBS SELECT™ members is the tiered year-end rebate. A percentage of every dollar spent with Hamilton Building Supply is paid back to members at the end of the year. What’s more, the rebate percentage increases as certain purchase levels are met. “We want to reward our pro customers who commit their purchases to Hamilton Building Supply as deeply as we can”, said Perna.

Additional benefits include fast, free delivery and free stock returns for all HBS SELECT™ members. Customers who are not in the HBS SELECT™ program will pay nominal delivery and stock return fees. “Delivery is a critical, yet expensive aspect of any business model. Well-known companies in other industries differentiate their delivery and return programs based on customer commitment, and we’re ready to offer a similar program for the lumber and building materials industry”, said Perna.

“Overall, we’re very excited over the launch of HBS SELECT™ as we think it will support and reward our customers for the business we do together”, said Perna. “The program itself is consistent with other successful consumer benefits programs. We’re thrilled that Hamilton Building Supply is at the forefront of bringing a subscription-based membership benefits program to the lumber and building materials industry”.

Hamilton Building Supply is an independent dealer of residential and commercial building materials. The company was founded in 1924 in Hamilton, New Jersey and was purchased in 1967 by the Coleman family. 95 years later, Hamilton Building Supply supports its customer base throughout New Jersey and Eastern Pennsylvania, operating its primary location in Hamilton, NJ and secondary location in Newtown, PA. The company is a co-operative member of Lumbermen’s Merchandising Corporation (LMC) and the Northeastern Retail Lumber Association (NRLA).

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NOTES TO EDITOR: For more information or interviews, please contact John Perna john.perna@hbsnj.com or Allan Sherlock allan.sherlock@hbsnj.com