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PRESS RELEASE: For Immediate Release

NRHA Announces Results of 2010 Packaging and Merchandising Awards Program *Winners to be Showcased at the 2010 National Hardware Show® in Las Vegas*

INDIANAPOLIS, IN (April 26, 2010) – The North American Retail Hardware Association (NRHA) is proud to announce the results of the first-ever NRHA Packaging and Merchandising Awards Program. Over 115 manufacturers throughout the United States and Canada submitted their best packaging and merchandising/point-of-purchase display materials in hopes of receiving recognition as one of the best in the industry. To determine the winners, NRHA invited seven expert judges to contribute their experience and knowledge to the program, including home improvement retailers, wholesaler buyers, packaging design experts and a packaging production expert. After convening at NRHA's Indianapolis headquarters last month to thoroughly review and critique each entry, judges' scores were tallied and winners were selected.

See attached for a complete listing of all PMA judges' and biographies.

Three special awards were presented to entries that exemplified the highest standards of packaging and merchandising excellence. The highest ranking entry in both the packaging and merchandising categories were honored with the "Whole Package" award. Additionally, the Environmental Packaging of-the-Year Award was given to the packaging entry that displayed the greatest advancements in "green" initiatives, such as sustainability and waste elimination.

Entries that demonstrated a superior level of packaging or merchandising excellence in the program were named Gold Award Winners. In total, 39 Gold Awards were named. Silver Award Winners were those entries that demonstrated above average packaging and merchandising efforts. Thirty-six total Silver Awards were granted. All other entries received an Honorable Mention distinction.

See attached for a complete listing of all PMA award recipients.

Each PMA entry will be on display at the PMA Expo in the NRHA Village at the National Hardware Show®, which will take place at the Las Vegas Convention Center May 4-6, 2010. In addition, entries will be featured in two publications, a special *2010 NRHA Packaging & Merchandising Awards Program Official Show Guide* which will be distributed at the show, as well as in the June issue of *Hardware Retailing* magazine. In addition, all show attendees are invited to attend the Packaging and Merchandising Awards Trends Presentation held on the NRHA Village stage, Wednesday, May 5 at 10:45 a.m. The presentation will cover ideas such as current trends in packaging, how this year's winning entries exemplify these ideas and what the judges had to say about this year's applicants. Please note that the time of the presentation has changed from previous announcements.

About NRHA:

The North American Retail Hardware Association (NRHA) is a trade organization representing the interests of more than 36,000 hardware stores, home centers and consumer-oriented lumberyards in the hardware/home improvement industry. Started by a group of hardware retailers in 1900, NRHA's mission is to help retailers who sell home improvement products become better, more profitable merchants. From its headquarters in Indianapolis, NRHA publishes *Hardware Retailing* magazine and produces a host of retail focused programs and services, including training programs, research and other resources that help fulfill its mission.

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2010 NRHA Packaging and Merchandising Awards Program Judges

Matthew Napoleon, Owner, Napoleon & Company

Napoleon's experience working with both retail and merchandising strategies, in conjunction with his knowledge of the home improvement and hardware channel, made him a viable candidate for the PMA judging panel. Napoleon's professional repertoire includes both product and packaging design. This experience, combined with his knowledge of effective shopper/user interface, shelf impact and merchandising hierarchy, allowed Napoleon to draw upon a wide array of merchandising expertise and provide a meaningful and knowledgeable evaluation.

Loren Heinzeroth, President, Heinzeroth Marketing Group

Heinzeroth brought not only 22 years of agency business experience to the judging panel, but also 13 years of experience in product marketing. In his current position, Heinzeroth assists clients in nearly every aspect of product merchandising, marketing and sales including branding, packaging, planograms, advertising, public relations, promotion and product rollout. This vast knowledge base allowed Heinzeroth to provide entrants with a comprehensive review from a marketing agency perspective.

Michael Daum, Marketing Manager, Temple-Inland Graphics Resource Center

After spending 15 years in the print trade industry and being exposed to almost every print medium, Daum was given an opportunity to work in the field of corrugated preprint. Now, Daum works with Temple-Inland Graphics Resource Center, a flexographic preprint facility. His work and talents contribute to the sales of high-end graphics for corrugated including POP packages and POS displays. His experience and knowledge both in the technical and creative aspects of packaging and merchandising creation allowed for an insightful evaluation process.

Craig Cowart, Senior Vice President, Merchandising & Marketing, Marvin's Building Materials & Home Centers

Cowart's professional experience has entailed both buying and product development for Marvin's and Lowe's. As SVP of merchandising and marketing, Cowart is involved in all major line reviews and program resets to create the best program and offer the best selection possible for customers. This allows Marvin's to compete head on with all "big box" competitors in their markets. Additionally, Cowart involves himself in the direct import and development process of products, making sure the highest quality standards are met and represented at Marvin's. That same focus and attention to detail has been brought to the PMA judging process.

Bernard W. Aubuchon Jr., Vice President of Purchasing, Aubuchon Hardware

As vice president of purchasing for Aubuchon Hardware, Aubuchon is constantly reviewing new items, deciding what products will be featured in Aubuchon's 130 Hardware stores, and leading six buyers to do the same. In his position, Aubuchon has learned to always be on the lookout for a "great seller", and has experienced firsthand how a product's superior packaging and merchandising can propel an item's sales. This experience helped Aubuchon knowledgeably critique entries and choose the best packaging and merchandising efforts throughout the judging process.

David Helfenberger, Vice-President of Marketing, House-Hasson Hardware Company

With experience both as a buyer and within the marketing department of House-Hasson Hardware Company, Helfenberger has been working with products, promotions and vendors in a variety of capacities for more than 25 years. His time spent evaluating and choosing the best products for the House-Hasson's buying markets has given him the opportunity to review thousands of packaging examples and merchandising aids. This wide range of exposure to products and marketing on a daily basis allowed Helfenberger to provide a strong wholesaler perspective as a judge.

Dave Pagelkopf, Director of Merchandising, United Hardware Distributing Company

As United Hardware's director of merchandising, Pagelkopf has the opportunity to be directly involved with United Hardware's merchandise managers in the review of category and product reviews. United Hardware offers a wide variety of merchandise, ranging from basic core categories to more trendy seasonal and niche categories. Pagelkopf's time spent working in these categories allows him to stay abreast of trends in the marketplace, what customers want and how to help member dealers capture their share of market potential. Bringing these same ideas to the judging panel, Pagelkopf is able to focus his knowledge of trends and dealer needs, and evaluate packaging and merchandising entries



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The “Whole Package” Award

Packaging	Fiskars	Momentum™ Reel Mower
Merchandising	DAP Products Inc.	DAP® 3.0™ Advanced Sealants with Kwik Dry® Technology Display

The Environmental Packaging of-the-Year Award

Wildlife Sciences	Suet Plus
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Gold Winners—Packaging Category

Fiskars	Heavy-Duty D-Handle Shovel
Kapro Tools Inc.	Ceramic Hole Marker
Fiskars	Titanium Ratchet Drive Anvil Pruner
PF Waterworks	PermaFlow - No Clog Drain
TCP	T2 Singlet
Vermont American	P2+R2 Combo Bit
Cooper Tools	Wiss® Aviation Snips
Hyde Tools, Inc.	HYDE® Pivot Nozzle Wands for Pressure Washers
General Tools & Instruments	The Seeker™ 300 Video Inspection System
DAP Products Inc.	DAP® PRO Caulk™ Caulking 4-Piece Caulking Tool Kit
H.D. Hudson Manufacturing Company	Hudson Pumpless Home & Garden Sprayer
Hyde Tools, Inc.	HYDE® Pivot Nozzle Wands for Pressure Washers
The Liquid Fence Company	FreezePruf™ Frost Protector for Plants
NUTLOK	Open and Closed Standard and Metric Multi-Wrench "gift card"
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Maid Brands, Inc.	Heavy Weight Multi-Insert & Fire Ant Killer Granules
Hyde Tools, Inc.	Rapid Valve Transfer® Airless Spray System
The FNA Group	PowerWasher H2010
NUTLOK	Closed Metric Multi-Wrench "gift card"
Metaltech-Omega	Evertidy Smart Organizer System
Sunrise Global Marketing, LLC	Greenworks 18V Cordless Sweeper
Honey-Can-Do International	Urban Adjustable Shelving Unit, 5 Tier Black
NUTLOK	Open and Closed Standard Multi-Wrench "enviro-card"
General Tools & Instruments	Ultratech Power Precision Screwdriver
One2Products	One2flush
NUTLOK	Open and Closed Standard and Metric Multi-Wrench "gift card"
Messina Wildlife Management	Deer Stopper Barrier Ribbon

Gold Winners—Merchandising Category

Hyde Tools, Inc.	HYDE® Merchandiser for Paint & Pressure Washer Products
DAP Products Inc.	DAP® PRO Caulk™ Caulking 4-Piece Caulking Tool Kit Display
Vermont American	Self Select Merchandising System
GutterBrush Guys Ltd.	GutterBrush Simple Gutter Guard Retail Counter-Top Display
Home Comfort, Inc.	Jellybean Rolling Display Rack
PF Waterworks	PermaFlow - No Clog Drain POS Display
Dimex, LLC	E-Z Connect Single Grid Display
Red Devil, Inc.	Red Devil King Kaulk Display
Dimex, LLC	E-Z Connect Combination Gondola Display
Midwest Fastener	Saberdrive



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Silver Winners—Packaging Category

Ali Industries	Zip Sander
Empire Level Mfg. Corp.	Box Levels
PlumbPak / The Keeney Manufacturing Company	FlushAll™ Flush Valve
Nutkek, LLC	Bolt-Off
MSA Safety Works	Multi-Position Ear Muffs
NUTLOK	Closed Metric Multi-Wrench "enviro-card"
Century Drill & Tool Corp.	Cobalt Drill Bit
SafeWorld Int'l., Inc.	CANGUN1 Premium Spray Can Tool
DAP Products Inc.	DAP® Energy Saver™ High Performance Air Leak & Gap Sealant
TCP	T2 Clear Cube
Apollo Tools, LTD.	135 Piece Household Tool Kit
Wildlife Sciences	Suet Plus
Midland International Inc.	Hyundai HPC2050
The Monkey Hook, LLC	Monkey Hook Value/Variety Pack
General Tools & Instruments	The EZ pro Dovetailer Dovetail jig
Meadwest Vaco	Victrinox Single Classic SD Knife
Midland International Inc.	Hyundai HPC6060
DAP Products Inc.	DAP® 3.0™ Advanced Sealants with Kwik Dry® Technology
The Wooster Brush Company	Dust Eater™
Plasti Dip International	Plasti Dip "Create Your Color"
The Wooster Brush Company	Alpha™ Professional Paintbrushes
Epoch Design, LLC / Mail Boss	Mail Boss™ Locking Security Mailbox
Vaughan & Bushnell	Bear Saw
Allway Tools Inc.	Wire Brush #SB319
Ames Research Laboratories	Liquid Granite

Silver Winners—Merchandising Category

DMT - Diamond Machine Technology	Magna-Disc™ System Merchandiser
Lucky Line Products	Remote Skin POP Display
Fenix Manufacturing	SmartHook Aisle Violator
The Wooster Brush Company	8' Best of Wooster 3914
Cooper Tools	Crescent® 128-pc. Tool Set Merchandiser
The Wooster Brush Company	Shortcut® Counter Box
The Wooster Brush Company	Pelican® Power Tower RR801
The Monkey Hook, LLC	Monkey Hook Counter Top display with virtual header
DiversiTech Corporation	The Christmas Tree Mat Shipper/Displayer CTS-30
Louisville Ladder	Ladder Merchandising Rack (SRA9)
The Wooster Brush Company	Sherlock® GT Convertible™ Combo Display R858

Honorable Mention—Packaging Category

Chem Link	Painter's Caulk
Byers Products Group	Kleen-Screen
Nutkek, LLC	Simply Soy™ Lubricating Wipe!

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The Companion Group	PizzaQue™
Stanley-National Hardware	Magnetic Safety Gate Latch
The Companion Group	Steak Station®
Aero-Tech Light Bulb Co.	Evolution Patented Full-Spectrum 14W CFL
Epoch Design, LLC / Mail Boss	Mail Boss Package Master™
Fenix Manufacturing	Smart Hook™
Plasti Dip International	Anything Foam
Gorilla Rack	GRZ6-4824-5CD1 Steel Shelving Unit
Yukon Seat Grip, LLC	Yukon Seat Grip
Rapid Tools	Rapid Tools 25 Pack Replacement Blades
The Wooster Brush Company	AeroSander™
Messina Wildlife Management	Deer Stopper Eco-Friendly Quart Pack
Diversitech Corporation	The Gas Grill Splatter Mat
Plasti Dip International	ReRACK
Aero-Tech Light Bulb Co.	150 Watt 20,000 Hour Long Life Light Bulb
Aero-Tech Light Bulb Co.	Evolution Patented Soft White Candelabra Base CFL
Eazypower	Skinny Pac® Carded Product
Art For A Cause, LLC	Cute Tools!® Home Essential Kit
Ultra Hardware	Black Dog Cable Lock - 3 Pack
Nutkek, LLC	Flat Tire Survival Kit™
Stanley-National Hardware	Hardware (N165-472)

Honorable Mention—Merchandising Category

Epoch Design, LLC	Mail Boss Point-of-Purchase Banner
Red Devil, Inc.	Red Devil Lifetime Pro Display
NUTLOK	Power Wing Nutlock
Pacific Dry Goods	ShamTastic Display Shipper
NUTLOK	Counter Nut 1 Pack Display
NUTLOK	Free-standing Nutlok
Eazypower	Skinny Pac® Display
Byers Products Group	POP Floor Display - Self Merchandising
NUTLOK	Counter Nut 2 Pack Display
Midwest Fastener	Midwest Fastener Key Tower
Cooper Tools	Wiss® Aviation Snips Quarter Pallet Display
Midwest Fastener	Complete Saberdrive Tub Display
Chem Link	Display Rack for Painter's Caulk
NUTLOK	rPET Counter Display
Lifestyle Products	Cushion Comfort Center

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