



Robert Wilbrink

President

Inspired by his experience in senior operations and marketing positions with Procter & Gamble, Lansing and Rona, Rob Wilbrink founded BMF to help independent retailers and hardware/building material manufacturers refine and execute their merchandising and marketing activities. As VP operations at Lansing Rob oversaw major store upgrades which drove strong growth in sales and profits despite the onslaught of box stores into the Toronto market. A mechanical engineer, Rob's role at Rona as VP of Operations and Development for Ontario and the Maritimes included 22 store renovations and a new store during two years.



Mike Frame

General Manager

Mike's thirty years of industry experience as a retailer with roles in national sales and marketing and business development for major buying groups gives him a unique understanding of the activities required for smooth projects. His active involvement with advisory boards, committees, and Associations provides Mike with a well rounded perspective and a wide network of contacts in the hardware and LBM sector.



Mike Serecin

Store Designer

Mike has more than 30 years experience developing interior and exterior retail layout and decor concepts. Besides running Beaver Lumber's store planning department through the early 90's, Mike has honed his skills at Sears, Rona, Lansing, Cashway and The Home Depot.



Sarah Wilbrink

Project Manager

After earning her BA from the University of Guelph, Sarah joined BMF and has several years of experience managing the design and construction of custom fixtures and displays for customers such as Nike, Home Hardware, Umbra, HBC, Royal Bank, British Airways and ICI paints.

Authorized Distributor of these Fine Brands...



Burlington Merchandising & Fixtures Incorporated

5035 North Service Road,
Units D11-13, Burlington, ON,
Canada L7L 5V2

Phone: 905 332 6652
Fax: 905 332 5821
Toll Free: 1 866 441 4497
Email: info@bmfonline.com
Web: www.bmfonline.com



Time to Renovate Your Store?

Start Here.



