



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

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Time to Renovate Your Store?

Start Here.





At last, one stop renovation solutions for store owners



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The truck arrives, the doors swing open, and everything you need for your renovation is in the box. Then BMF's crew gets to work setting up your store while your staff goes about your business.

Your Investment Will Pay for Itself Faster

Your renovations should work for your business. BMF's one stop, out-of-the box renovation solutions keep your renovations on time and on budget so you can get on with your business.

- With the right product mix and increased selling capacity of the store, sales and gross margins will normally increase.
- Productivity, as measured by sales per person, should increase with more effective merchandising and an efficient layout.
- BMF works cooperatively with the vendor community to reduce the cost of onsite labor.
- BMF consolidates all fixtures, millwork and signage through its distribution warehouse to minimize freight costs.

BMF has no affiliation with any manufacturer or distributor. This gives us the freedom to make objective recommendations entirely for the benefit of the dealer. Our role is to help you arrive at the best product mix for your store and market.

Finally, support services previously available only to the large chains now only one phone call away! When it's time to renovate your store, start by calling BMF at (905) 332-6652.

Robert Wilbrink
President & CEO



Top Reasons to Renovate Your Store

- Improve competitive position.
- Build customer loyalty.
- Improve sales and margins.
- Increase value of business.
- Build pride of ownership and employment.



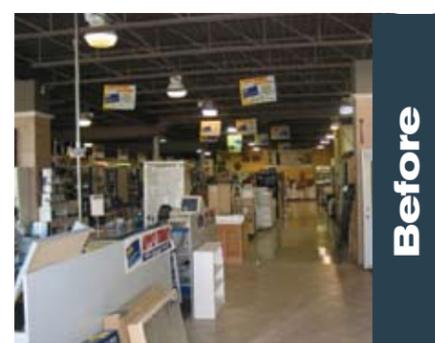
Customized Solutions

BMF recognizes that every dealer has unique needs. You don't want a cookie-cutter solution; you want renovations that meet your specific requirements. Markets, competitors, dealer tastes and physical facilities are different for every project. BMF works closely with every client to provide innovative, customized solutions that will present an appropriate image for your business. Your staff, your customers and your competitors will be impressed.



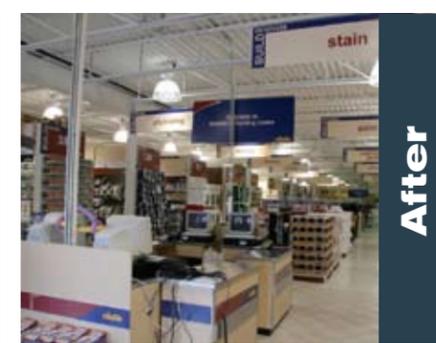
BMF Simplifies Sourcing

You could spend valuable time and effort trying to source all the suppliers you'll need for a professional renovation or, with one phone call, BMF can handle all those details for you. BMF has spent years identifying sources of supply that meet the needs of LBM retailers. BMF buys national quantities, often in bulk, so clients enjoy the benefit of BMF purchasing power which results in very competitive pricing.



Minimize Disruption

Some store owners think they'll save money by planning and executing renovations with their own staff but that can lead to months of chaos, lost sales and unimpressive renovations. BMF minimizes disruption to your business. Fixtures are installed during store off-hours. Projects are normally completed in 3 - 6 weeks depending on store size. Your staff stays focused on their work and you have a professional renovation.



Managing Cash Flow

To help clients manage cash flow, BMF offers lease-to-own options to finance 100% of fixtures, millwork and signage costs as well as some of the design and labor costs of the project. BMF provides fixed quotations for all store setup work with all expenses in. This avoids surprises and budget over-runs. You'll know exactly what you are getting and what it will cost. BMF also works with vendors to arrange opening order discounts, buybacks and extended terms.



Renovating your store? Expense or investment? Let's do the math.

Visit bmfonline.com and download a copy of our Financial Calculator to help you determine your return on investment.