



Handy Hardware and HBC Home & Hardware Products to Become World and Main

Cranbury, New Jersey – January 11, 2016

World and Main, LLC announced today that both Howard Berger Co., LLC (d/b/a HBC Home & Hardware Products) and Handy Hardware, LLC will be changing their names to World and Main.

World and Main was launched in October 2015, as the new name for Hardware Holdings, the parent company of HBC Home & Hardware Products, Jones Stephens and Handy Hardware.

“With the launch of World and Main in 2015, we positioned ourselves as a leading national distribution company serving hardware dealers, wholesale distributors and national retailers in meeting the needs of their customers for great value across a broad basket of products,” said Donald C. Devine, President and CEO. “Changing the names of Handy Hardware and HBC continues our drive to integrate our capabilities across our acquired businesses and increase the value we can provide to each of our customers with our new value proposition: Delivering simplicity. Facilitating success.”

With five North American distribution centers and a strong presence in China, World and Main brings together a unique combination of product development, merchandising, and distribution solutions to its customers. Through its retail distribution group, World and Main serves the needs of local hardware stores and regional retailers, while the company’s wholesale distribution group services commercial and industrial distributors.

Operating at the intersection where distribution and sourcing meet merchandising and product development, World and Main offers customers quick and easy access to over 75,000 product SKUs across the home, hardware, plumbing and building supply categories. These include a broad portfolio of nationally distributed owned brands such as AquaPlumb®, Helping Hand®, Comfort Zone® fans and heaters and WordLock® combination locks with easy to remember letter combinations. “Our owned brand products are key to helping our customers succeed,” said Anthony DeRosa, VP of Marketing. “Owned brands, coupled with branded products and an efficient supply chain, enable our customers to profitably serve their customers while meeting competitive price points of competitors of all sizes.”

World and Main’s plumbing supplies business, Jones Stephens, will continue to operate under its own name, leveraging its unique brand equity. It will be referred to as “A World and Main company.”

Handy Hardware will become World and Main on January 18, 2016, in time for the upcoming World and Main Spring Market in Houston, TX, formerly known as the Handy Hardware Spring Market. The HBC Home & Hardware Products name change will take place in April 2016.

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Press Release

The company's new corporate website address is www.worldandmain.com. Current customers of Handy Hardware and HBC Home & Hardware Products will be redirected to the new web sites when they sign into the customer portal.

About World and Main

World and Main, LLC brings together a unique combination of product development, merchandising, global sourcing, and distribution solutions across the home, hardware and building supply categories. The company is headquartered in Cranbury, New Jersey, and has offices in Houston, Texas; Moody, Alabama; and Wuxi, China, along with five North American distribution centers. Through its Retail Distribution, Wholesale Distribution, and Retail Products divisions World and Main stocks and distributes over 75,000 SKUs of branded and owned brands across 25 product categories. This broad basket of products, coupled with World and Main's exceptional distribution capabilities to all retail and commercial channels, enables the company to deliver on its value proposition: Delivering Simplicity. Facilitating Success.

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