



World and Main Spring Market Sets Attendance Record

50% jump over the 2015 Fall Market numbers

Cranbury, New Jersey – April 18, 2016

World and Main, LLC announced today that its Spring Market set a new attendance record for the number of customers, vendor exhibitors, and attendees participating in the 2016 World and Main Spring Market in Edison, New Jersey, April 2-4, 2016. The number of attendants jumped 50% over the 2015 Fall Market numbers. Formerly known as the HBC Home and Hardware Spring Market, the World and Main Spring Market is a major buying event for customers from the New York/ New Jersey/ Pennsylvania area to take advantage of deals and special pricing on thousands of products for the spring selling season.

“We designed the Spring Market with our customers in mind. A deeply-discounted coupon area, deals on named brands, special pricing on our own branded products, plus a food court and even a special appearance by baseball legend, Willie Randolph, all made it easy for attendees to save big in a relaxed atmosphere, said Anthony DeRosa, Vice President, Marketing, World and Main, LLC. “This event also marked the final step in our overall rebranding effort as HBC Home and Hardware Products became World and Main (Cranbury) on April 1st, 2016.”

World and Main added new promotional support and early direct mail catalogs to boost customer interest in the show. “Our customers liked the hot deals on relevant seasonal products at this market. Many of our customers spent the day taking advantage of deals and planning their seasonal business with our sales team,” said Steve Quintano, Director of Sales, Local Market. “Also, the word has spread....,If you did not attend the last market, you were not going to miss this market,” said Quintano.

“I’ve been to every booth. I saved a lot of money at this market, over the normal low prices from World and Main,” said Bradd Levin, Levin Crosstown Supply, Bronx, New York. “It was good to sit down with my sales representative and spend some time discussing my needs.”

New and returning vendor partners including such recognized brands as SATCO®, Kwikset®, Rust-Oleum®, Gorilla Glue®, 3M®, and Koch®, to name a few, participated in the 3-day event with special promotional deals. Additionally, World and Main owned-brands such as Comfort Zone®, Aqua Plumb®, PX®, and Jones Stephens® exhibited new products, introduced new programs and offered discounted promotions.

World and Main, LLC

324A Half Acre Road, Cranbury, NJ 08512

PHONE 609.860.9990

FAX 609.860.9991

worldandmain.com



Press Release

“This show provides us an opportunity to educate customers about our different products, such as incandescent bulbs, LED bulbs, and compact fluorescents and important topics such as energy consumption and energy savings. Those customers can pass that knowledge on to their consumers. SATCO is a 50-year-old company with a recognizable name in the industry. Customers at this show are asking for value products, point-of-sale support and training. We can provide customers with high velocity items and an assortment to fit their store,” said Rick Burman, Energy Efficient Programs Manager, SATCO.

The World and Main Spring Market has become known for great deals its trademarked hospitality. Gifts, incentives, complimentary food court, and a special appearance by baseball legend, Willie Randolph all contributed to the festive atmosphere. Customers and their families had the opportunity for autographs, or to be photographed with Willie Randolph and receive an instant print as a memento of the day.

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.

Media Contact:

Anthony DeRosa

VP of Marketing

P 609.860.9990 x1178, anthonyderosa@worldandmain.com