
COMMUNICATION

For Release
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Stettler Building Supplies, Alberta to build key LBM business advantage with ACE Canada/Sexton Group Strategic Alliance

ACE Canada and the Sexton Group Ltd. is pleased to announce that Stettler Building Supplies has recognized the additional benefits and services extended to Independent hardware and lumber dealers through our Strategic Alliance and is set to rebrand their business as an ACE dealer.

The Sexton Group and ACE Canada Strategic Alliance was formalized and publicly announced in November 2020, with full collaborative terms taking effect January 1, 2021. At the core of the alliance is a joint supply agreement providing the opportunity for all ACE dealers and/or Sexton Group members to benefit from expanded and improved product selection, distribution and other services that only two innovative and exceptional leaders in their own areas of expertise could bring to the table in a combined offering.

"It's exciting to welcome another Lumber & Building Centre Dealer into our network, and we look forward to our business partnership". – Derek Smith, Vice President ACE Canada.

"Stettler Building Supplies has been a valued member of the Sexton Group and we are pleased they have made the decision to join the Strategic Alliance. We look forward to continuing to work with Ralph and his team as an ACE Canada dealer." Eric Palmer, Vice President and General Manager, Sexton Group Ltd.

Opened in late 2017, Stettler Building Supplies is owned and operated by Ralph Wiebe, who employs a team of 16 full and part-time employees. Ralph and his team are pleased to continue serving this strong farming community, now under the ACE name. Located at 4201 49th Avenue, Stettler Building Supplies has a retail square footage of approximately 6,000 square feet, plus a lumber yard with 4,000 square feet on 3.5 acres. This location is well known as a consumer's choice for lumber, plywood, roofing metal and shingles, insulation, and paint, as well as hardware, wood and pellet stoves and grills, lawn and garden tools, plumbing, electrical and much more. For a full departmental category list visit them online at www.stettlerbuildingsuppliesltd.com.

Work has begun of the conversion to the ACE Canada brand. During this process, no major disruption to normal operations or services is expected for the store's valued customers or partners.

"We take great pride in being a locally owned Lumber, Hardware, and home building supply store. Our motto: Quality and Service Still Count, and we work hard to help meet your project needs". – Ralph Wiebe.

Stettler Building Supplies is open Monday to Saturday and can be reached at 403-743-0684.

For information on ACE Canada and the Sexton Group Strategic Alliance, please direct inquiries to joinACE@peaveyindustries.com or to communications@sextongroup.com. Media enquiries may be directed to: marketing@peaveyindustries.com.

About Peavey Industries LP and ACE Canada

Peavey Industries LP is the parent to two subsidiary corporate brands – Peavey Mart and MainStreet Hardware – with retail stores across the country. 'Canada's Largest Farm and Ranch Retailer' is proudly 100% Canadian and employee owned and gratified to have been serving their loyal customers since 1967. In March 2020, Peavey Industries acquired the Ace Canada brand adding both corporate stores and Ace-branded dealer stores to the PILP retail family. For further details about Peavey Industries LP and their brands, email marketing@peaveyindustries.com.

About Sexton Group Ltd

Sexton Group Ltd is an independently owned buying group for building materials, hardware, lumber and manufactured structures. We are a dedicated team of industry experts focused on our independent members' success. We negotiate strong, regionally competitive programs for all members coast-to-coast. We work for our members every day, so they can focus on what matters most – their business. We are committed to our 300 members, representing over 400 locations in every province and territory in Canada. Please contact Eric Palmer, call (204) 694-0269 or email palmer@sextongroup.com
