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COMMUNICATION  
For Release  
Tuesday, May 25, 2021



## **Superior Home Renos Inc. in Foam Lake, Saskatchewan to build key LBM business advantage with ACE Canada / Sexton Group Strategic Alliance**

ACE Canada and the Sexton Group Ltd are pleased to announce that Superior Home Renos Inc. in Foam Lake, SK, 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 into Foam Lake ACE Building Centre.

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 is exciting to see our Strategic Alliance vision and program take shape once again with Foam Lake ACE Building Centre. This rebrand for Superior Home Renos Inc. shows a strong belief in ACE Canada and the Sexton Group and is a testament to the solid opportunity this program represents for independent LBM retailers. We welcome Foam Lake to the ACE Canada brand and believe the groundwork is now in place for a long, healthy and successful business relationship.” - *Damian Zapisocky, Senior VP, Corporate and Strategic Development, Peavey Industries LP - ACE Canada*

“We are excited that Superior Home Renos Inc. have made the decision to join the Strategic Alliance and will benefit from the many advantages the program offers. We look forward to working with Dwayne, Trudy and their team in servicing their building material requirements under their newly branded store, Foam Lake ACE Building Centre.” - *Eric Palmer, Vice President and General Manager, Sexton Group Ltd.*

Located at 437 Main Street for 15 years, business owners Dwayne and Trudy Grona have implemented strategic and necessary changes over the years to better serve the needs of those in the community and surrounding area. Originally a dollar store with connected LBM business, in a short time it became clear the ‘brick and mortar’ portion of the business needed to shift to facilitate a complete focus toward hardware and lumber. The instore merchandise changed and the business became Superior Home Renos Inc. in 2008. Today, they are looking forward to serving their customers and community as Foam Lake ACE Building Centre with the support of ACE Canada and the Sexton Group.

“I am excited for this ACE rebrand and what it will add to our business and capacity to serve this community. Joining the alliance was a clear choice for me - we all possess the same determination and drive to achieve growth, success and business excellence and having that level of support from ACE Canada and Sexton Group is monumental.” - *Dwayne Grona, Foam Lake ACE Building Centre*

Work has begun and completion of the conversion to the ACE Canada brand, including required exterior and interior visual alignment, is expected this summer. Throughout all stages, no major disruption to normal operations or services are expected for the store’s valued customers or partners.

For more information on the ACE Canada and Sexton Group Strategic Alliance please direct enquires to [joinACE@peaveyindustries.com](mailto:joinACE@peaveyindustries.com) or [communications@sextongroup.com](mailto:communications@sextongroup.com)

Media enquiries may be directed to: Alanna Wilson, Marketing Manager at [alanna.wilson@peaveyindustries.com](mailto:alanna.wilson@peaveyindustries.com).

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### **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](mailto: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](mailto:palmer@sextongroup.com)

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