

# The Hardware Hook-Up

The official newsletter of Modern Hardware & Paint Co.  
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Happy  
Holidays!



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## Tis' the Season! Thoughts from Christine

Happy Holidays to everyone! As the holiday season quickly approaches we are reminded of how fortunate we are to have you as not only our customers, but also our friends. Often times, I enter the store I see George and David laughing and chatting with all of you. It's really nice to see. As silly as it sounds, you have become our extended family and we look forward to our time with you in the store. Whether we are assisting you with your home improvement, repair and remodeling needs, or catching up on last week's Patriots game, we are grateful to have you around! It's been a great year, needless to say, in a struggling economic climate. Some say it's getting better, only time will tell. We have had a successful year all things considered. Business is moving in a different direction... but it's there.

Moving forward – ring in the new year! We are thrilled to start off 2011 with some great marketing plans and even offer home improvement classes to our customers. Keep your eyes open for trivia on Facebook where you could win some fantastic prizes to help you get through the winter! If you're not a fan of us yet, become one today for coupons, tips, techniques, news, events and more! We look forward to seeing you and as always, e-mail us with your suggestions and ideas. We are confident that 2011 will be even better! See you soon!

Enjoy your Holiday Season!

## Modern Hardware & Paint Co. Announces Home Improvement Classes for Customers

Are you handy around the house? Are you one of those people who longs to learn how to become Mr. Fix it? We all know that being home improvement savvy doesn't happen overnight. Usually it requires lots of patience, experience and trial and error. How many of you get asked the question "is your husband handy" or "are you a handyman around the house?" We hear it all too often. Some of you are fortunate to be at a home project intermediate or expert level. Some of you are just beginning to learn about remodeling and repair. Whatever your case may be, Modern Hardware and Paint Co. has something for you!

Many of our customers have expressed interest in learning how to do many tasks and where to get hands on training. We have decided to start offering home improvement classes to our customers for this reason. We are hoping to begin classes at the end of January – most likely on a Sunday afternoon! Many capable do-it-yourselfers stop short of tackling larger renovation projects for fear they lack specialized skills and technical knowledge to successfully renovate their spaces. You won't need previous building experience to take our classes, just a desire to learn and do. MHP will help bridge the gap between your desire to renovate and successfully execute a planned project.

We are planning to host our first educational session on replacing glass in a wood sash or glazing! Stay tuned for more details! As always, e-mail or call with questions, ideas and suggestions.

*There's nothing more rewarding than being able to improve your home with your own hands.*

## Need help deciding?

Sample pints are available in every  
Benjamin Moore Color



## Winter, Snow and Ice – Bring it On!

We've got everything you need in stock to help you through the winter. Whether it's salt, shovels, or de-icers – MHP promises to keep inventory well stocked. Most of the superstores start to bring in spring items as early as February. Not us! We'll have everything come rain or shine to keep you dry and safe this season. Come by today to check out our selection!

## Envision Color 2011 Cards Now Available

Envision Color 2011 Cards are here! Based on forecasts and insights from Benjamin Moore's team of color research experts, Envision Color draws its influences from the worlds of fashion, color and design. For 2011, the color experts at Benjamin Moore are forecasting a theme of Balance. The color and style direction for next year is driven by a shift in attitude from an instant return perspective to more long term viewpoints and expectations. The Balance Concept consists of three underlying themes – Dreamy, Spirited and Soulful.

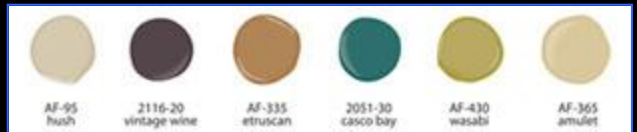
**Dreamy** – A departure from reality into a new territory; a fertile ground for expanding boundaries; where instinct is the guide. In this theme, we remember the 1950s... the “perfect” family, the structured lifestyle, the polished façade – making all that lies beneath, and the feminine undertones of color become transparent backdrops.



**Spirited** – Chaotic economic, political and cultural times create stress in our lives and push us to bring levity and playfulness into our everyday experience. In this theme we see... Bright colors set against the gray scale, and the simplicity of black and white.



**Soulful** – Evokes the tight-knit world of ethnic, social and cultural beings. We are now viewed as a global community. In this theme, we observe the impact of “ethnic glam” being displayed with more textiles and embroidery and handwork decorations are also featured.



The Experts are also forecasting **Vintage Wine #2116-20** as the official color of 2011. This shade was first seen on the runway as a smoky purple shade, and has now conformably made its way into the home fashion domain. As an undertone in many of the latest wood finishes, leather and other textiles, Vintage Wine and its lighter variations will be great paint color choices for many applications throughout the coming years.

*For more information on Benjamin Moore, visit [www.benjaminmoore.com](http://www.benjaminmoore.com)*

### Holiday Gift Helpful Info

There isn't a do-it-yourselfer around that doesn't have tons of tools on his gift list. With the holiday season fast upon us, now is the time to consider the perfect tools for the man or woman about the house. Whether he is a casual handyman that does weekend projects, or is a serious do it yourselfer, having the right tools for the job keeps peace in the family and makes the handyman more efficient. Modern Hardware and Paint Co. has a great selection of tools and other products that would make perfect gift ideas! Other specialty tools can make great stocking stuffers. Consider an electronic stud finder or a laser level for the casual handyman. We also have options for utility items for contractors! Whatever the price ranges, there's something for every budget.

#### The Perfect Gift

No one knows the perfect gift for the handyman better than the handyman himself. If you plan on giving tools to the handyman in your life, whether a he or a she, then consult with them on what they really want. Nothing is more disappointing to a handyman that relishes his tools than to receive a well meaning gift and find it does not meet their needs. The thoughts of a return and the embarrassment of possibly hurting a loved one's feelings is not where you want to go during the holiday season. Ask them, make sure they are specific, and go with that. Then, there is no reason for disappointment or complaint.

#### Some Are Just Collectors

Many handymen are collectors of tools. If you know them well, you will know that about them. That perfect left-hand widget that he will use maybe once in a lifetime may seem a wasted expense to you. Consider the purchase regardless. There is nothing truer than the old saying that “a workman is only as good as his tools.” If it is something he just HAS to have, then consider the purchase, unless the price is so high that you need to refinance the house.

#### Settle On A Price Range

Before buying anything, be sure that you set a price range on items. Much of this can depend on what the tools will be used for. You obviously don't want to buy an industrial grade saw for the casual do it yourselfer, but on the same hand, if you handyman works in construction, you don't want to buy something for the business that will be useless or underperform for them.