



Hardware Happy Hour
Wednesday, April 24
 5:00 pm–Closing
see page 2 for details



Household Items and E-Waste Collection
Saturday, April 27
Cole St. Store
see page 9 for details



COUPON
FREE
 with \$10 purchase
LED Night Light
While supplies last. Valid through April 30, 2013.

COLE HARDWARE'S
Hardware Hotline
 April 2013
 NEWS AND VIEWS FROM AROUND THE STORES

The Annual Earth Day Inventory of Our “Quadruple Bottom Line”

We are proud to present to you our seventh annual Earth Day inventory of our environmental, social, and workplace bottom lines. We started tracking our endeavors in these areas not only to document our commitment to you, our crew members, our City, and the environment, but also as a way to keep us on track to excel in these areas.

While many companies report on a triple bottom line, we created our own “quadruple bottom line” based on these areas of importance to us:

- **Environmental advocacy**
- **Social advocacy**
- **Workplace advocacy**
- **And to operate a profitable business, too**

The year 2012 gave us many reasons to celebrate our good fortune: Dave Karp’s 96th birthday, Cole Fox’s Taylor and Will marrying, and the diversity of our amazing crew, to name just a few. Your support

has helped us maintain momentum in every facet of our business and has allowed us to employ more than 100 crew members. Our commitment to our quadruple bottom line finds us constantly challenging ourselves to discover new opportunities.



While we’ve added some new initiatives in the past year worth noting, the core of who we are and what we do is our passion for doing whatever it takes to create positive dinnertime conversation. We hope that we offer you the very best hardware shopping experience each and every time you grace us with your patronage.

We realize that you have a multitude of shopping options in today’s retail landscape, and your loyalty and patronage are greatly appreciated. On behalf of our wonderful staff and their families, we thank you for voting for us with your pocketbooks and buzz. Our goal is to be able to operate a profitable business, all the while keeping an eye on environmental and social advocacy. And by delineating workplace advocacy, we honor our commitment to making COLE HARDWARE the best retail organization to work for in the City, which in the end helps us to address our ultimate goal—superb customer happiness.

Each year we are excited by the opportunities that this introspective report creates and for yet another way we can fulfill our simple mission statement: “Our commitment to you: Your satisfaction guaranteed. Period.”

As we are always striving to improve, we welcome your suggestions. Feel free to drop me a note at rick@colehardware.com or mail your comments and suggestions to me at 70 Fourth Street, San Francisco, CA 94103.

continued on page 4...

COLE HARDWARE at Your Fingertips!

Last fall we introduced Instaply, a new iPhone—and now Android—app that brings customer service into the world of social media by providing you with instant replies to your queries, giving you a unique way to communicate with us (and eventually hundreds of other businesses, too!)

Instaply is similar to texting, but you don’t need our phone number. Just launch the app on your iPhone or Android phone, select a store or



our Repair Referral Service, type your message, and send it. It’s that simple. No text messaging charges, and the app is free, too! During business hours, we’ll get right back to you with an answer to your question. After business hours, we’ll respond first thing in the morning. Checking stock? Need to know about our next sale or Happy Hour? For product information and more—just ask!



Download Instaply from the Apple App Store or Google Play and give it a try. Your messages will come directly to me. Please inundate me with your queries—or just say hello. And yes, we want other local businesses

continued on page 2...



Marketing coordinator Julia accepts our green business recertification plaque at the San Francisco Green Business Awards.

“Our commitment to you: Your satisfaction guaranteed. Period.”

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 San Francisco, CA 94110-5009

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PAINT
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GREEN



Hardware Happy Hour

Wednesday, April 24
5:00 pm–Closing



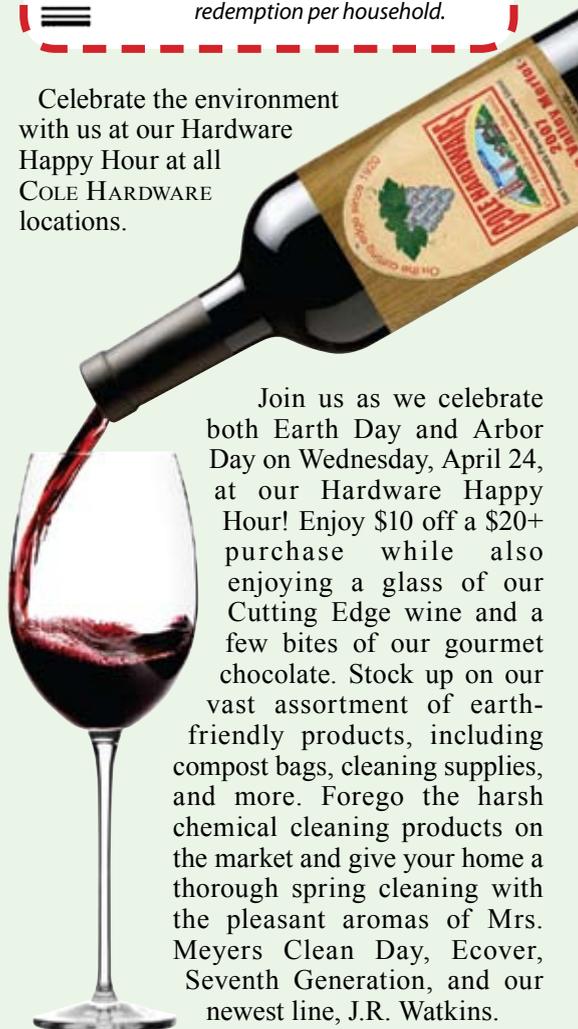
**HAPPY HOUR
COUPON**

\$10 OFF
ANY \$20+ PURCHASE
DURING HAPPY HOUR



Valid Wednesday, April 24, 2013,
5:00 pm–closing. Offer does not apply
to gift cards, Muni passes, Clipper
cards, meter cards, special orders, or
sale merchandise. Not valid with other
coupons or offers. Must be a member
or join our Rewards program. One
redemption per household.

Celebrate the environment
with us at our Hardware
Happy Hour at all
COLE HARDWARE
locations.



Join us as we celebrate
both Earth Day and Arbor
Day on Wednesday, April 24,
at our Hardware Happy
Hour! Enjoy \$10 off a \$20+
purchase while also
enjoying a glass of our
Cutting Edge wine and a
few bites of our gourmet
chocolate. Stock up on our
vast assortment of earth-
friendly products, including
compost bags, cleaning supplies,
and more. Forego the harsh
chemical cleaning products on
the market and give your home a
thorough spring cleaning with
the pleasant aromas of Mrs.
Meyers Clean Day, Ecover,
Seventh Generation, and our
newest line, J.R. Watkins.

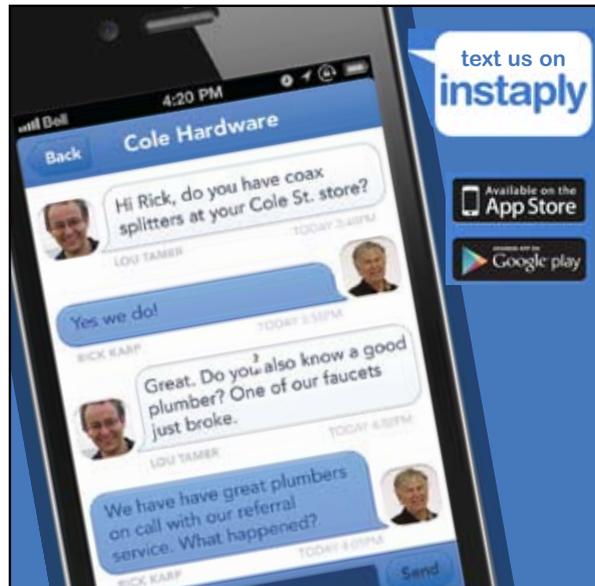
We hope to see you there!

COLE HARDWARE at Your Fingertips!

...continued from page 1

active on Instaply, too. The more, the merrier! If you
have a business, feel free to e-mail me at [rick@
colehardware.com](mailto:rick@colehardware.com), or download Instaply and send
me a message, and I'll help you get registered. Our
involvement with Instaply is just another way in
which we try to fulfill our simple mission: "Our
commitment to you: Your satisfaction guaranteed.
Period."

—Rick



Follow COLE HARDWARE!



COLE HARDWARE Rewards

How points are earned:

- ➔ For every \$1 spent, 1 point is earned.
- ➔ Points are converted in increments of 100, which converts to \$5, and posted to your Rewards card monthly. This equates to 5% of your total purchases.
- ➔ Points are calculated daily and shown on receipts.
- ➔ For us to track your Rewards points, please identify yourself as a Rewards member each time you shop.



Rewards member benefits:

- ➔ Membership is free, and you'll receive the *Hardware Hotline*, our monthly newsletter full of valuable information and promotions.
- ➔ Free delivery in San Francisco with \$100 purchase.
- ➔ New members receive an instant 5% discount on their first purchase for joining and a \$5 coupon toward their subsequent purchase of \$25.
- ➔ Attach your Rewards key fob to your key ring—if you lose your keys, they can be dropped in the mail to be returned to us; we'll notify you if we receive them.
- ➔ Lifetime warranty on most products purchased at COLE HARDWARE.
- ➔ Receive a birthday discount equal to 50% of your age, up to a \$100 discount.
- ➔ We don't sell our customer list, and all information is kept confidential.

Terms and Conditions: 1. Rewards dollars are cleared after nine months. 2. Points accumulate for one year, with leftover points clearing at the end of the year. 3. Rewards points are not issued for charge accounts or any accounts that receive a discounted selling price under any other program.

For more information, visit www.colehardware.com/rewards
or e-mail service@colehardware.com.

COLE HARDWARE COMMERCIAL SUPPLY

IS NOW

COLE HARDWARE SUPPLIES

WHY?

Because that's what we do!

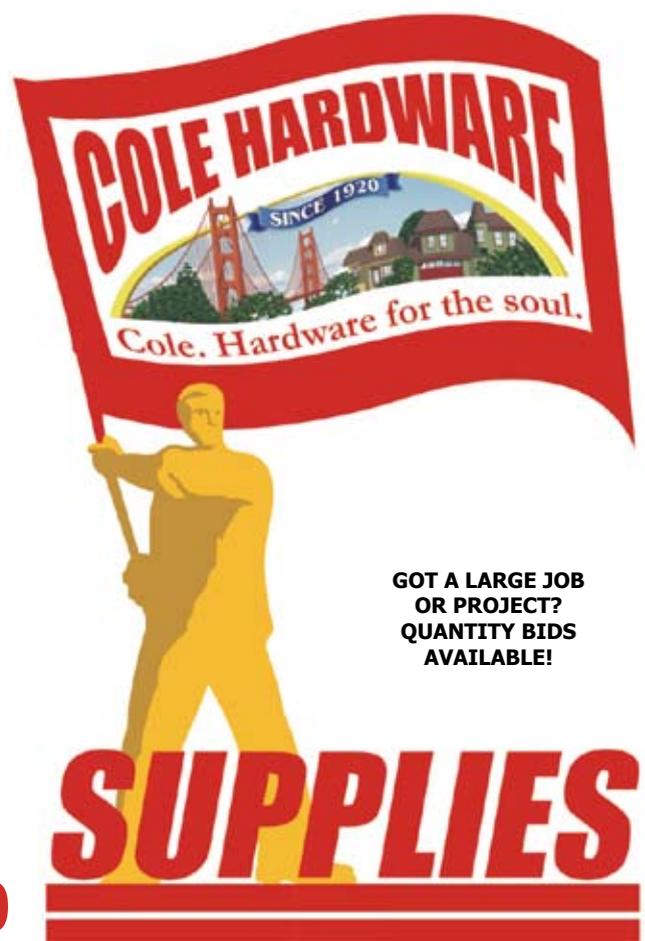
New name, same excellent
service you've come to expect
from COLE HARDWARE.

This year, try a local vendor
that's loyal to you.

CALL US TODAY AND START SAVING!

(415) 647-1800

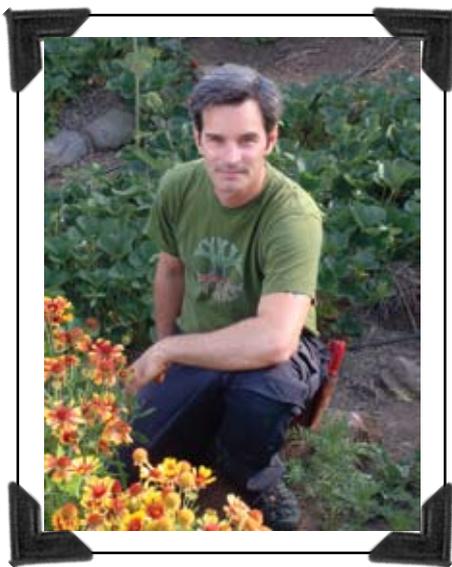
COLE HARDWARE SUPPLIES offers competitive pricing and incomparable service to property managers, contractors, municipalities, and anyone else needing project quantities. With our expert research team, hassle-free online ordering, and free delivery throughout the Bay Area on most items, we give you personal, customized, on-site service, and because we're COLE HARDWARE: Your satisfaction guaranteed. Period.



Re-COLE-mend: Locksmith, Home Repair, Design + Build, and much more!

Meet David, Our Landscape Gardener

April is the perfect month to work in your garden to enjoy the results all summer. If your garden needs a lot of attention, or you simply don't have the time, meet David, our landscape gardener who excels in just about every phase of landscaping and gardening, rather than specializing in only one area. David says, "No job is too big or too small!" Yes, he does it all. David is a native of Canada, having moved to the Bay Area in early 1999. He arrived as a pruning specialist and gradually increased his skills to include almost every aspect of landscaping and organic gardening.



He suggests they "think long term, while being rooted in a step-by-step process." David will ask questions that create a profile of his clients' lives: Do they like to entertain? Do they have pets? Do they need an outdoor area specifically for children? Are they going to take part in the maintenance of their garden? David's number one goal is to create a natural yet refined look. He brings an artistic touch to garden design with lighting, shape, texture, and creative materials. His approach includes developing and implementing more sustainable and environmentally

enjoying a garden has on the earth.

We asked David what he specifically does. David says that he's essentially a project manager who loves to get dirty! His company can:

- Perform regular maintenance and general gardening
- Install and repair irrigation systems
- Install patios, stone, retaining walls, water features, or any kind of hardscape or groundwork
- Create low-voltage lighting systems, including LED and solar
- Convert lawns to native and drought-tolerant plants, or eco-lawns

Most customers make the decision to hire David because they feel comfortable with him and can tell that their garden will be in good hands. If you would like David to come out to your home for a free estimate, please contact our Repair Referral Service at 415/753-2653 ext. 3 or homerepair@colehardware.com.

"It's very important when I'm meeting with clients for the first time that we develop a plan," he says. He wants to know what the clients' goals are for their yard and how they intend to use it.

gentle services and products. More and more, the push is toward saving water, eliminating harmful products, and reducing the impact that caring for and

Mobile Locksmith Services

24/7 Emergency Services

Master Locksmith with Over 20 Years of Experience

Contact us at
415/753-2653 ext. 3
or e-mail

homerepair@colehardware.com.



Residential/Commercial Services

- Rekey and Lock Changes
- Installation, Service, Repairs
 - Dead bolts and standard locks
 - Panic hardware
 - High-security locks
 - Electric strikes
 - Keyless-entry locks
 - Mailbox locks
 - Antique mortise locks
 - Safes
- Design, Customization, and Implementation
 - Master key systems
 - Access control systems
- Lock Outs (30 minute reentry in most cases)

Automotive Services

- Lock Outs
- Lock Repairs



Marc, our master class locksmith

Repair Referral Service

COLE HARDWARE'S Repair Referral Service was created to introduce our customers to the finest contractors and tradespeople we know. We have formed alliances with independent businesspeople in order to provide you with the very best in home repair, maintenance, and remodeling. Some jobs may even be performed by qualified members of our staff.

We provide referrals for:

Air Conditioning
Alarms/Security Systems/Access Control
Antique Restoration
Appliance Repair and Installation
Arborist
Architectural Planning
Asbestos Removal
Bath Resurface
Brick and Stone Masonry
Cabinetmaking
Carpentry
Carpet and Linoleum Installation
Carpet Cleaning
Chimney Sweep and Repair
Cleaning/Janitorial
Commercial Kitchen Installation

Computer Data Cabling
Computer Grounding
Computer Repair and Tutoring
Concrete
Custom Closets, Pantries, and Storage Solutions
Decks New/Stain Design + Build
Disaster Cleanup and Restoration (Flood/Fire/Sewage)
Door Refinishing
Drain Cleaning
Drywall/Lath
Duct and Dryer Vent Cleaning
Electrical 24/7
Emergency Locksmith
Emergency Power Restoration

Faucet Repair and Installation
Fences
Furnace Repair and Installation
Furniture Refinishing and Repair
Furniture Upholstering
Garage Door Repair/Installation
Gardening/Pruning/Tree Trimming
General Contractors
Glass Installation
Grout Restoration
Handyman Services
Hardwood Floors New/Refinish
Hauling
Home and Office Organizing
Home Energy Rating Systems (HERS)

Home Entertainment Systems
Insulation Installation
Intercom Systems
Interior Design, Staging, and Color Consultation
Interior Wood Refinishing and Restoration
Iron and Metal Works/Gates
Kitchen and Bath Remodeling
Landscaping
Lead Inspection and Abatement
Leak Diagnosis/Waterproofing
Lock Installation
Locksmith Service 24/7
Mold Remediation
Moving
New Construction

Re-COLE-mend...

COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for...

- home, business, and property repairs
- maintenance
- remodeling/room additions

Contact us at 415/753-2653 ext. 3 or e-mail homerepair@colehardware.com



All of the vendors and tradespeople in our Home Repair Referral Service have been prescreened and carefully selected. Your satisfaction is 100% guaranteed. Period. *If you aren't 100% satisfied, we will work as your advocate until you are.

Painting Interior/Exterior
Pest and Termite Control
Plastering
Plumbing 24/7
Power Washing, Commercial and Residential Cleaning
Remodeling / Major Remodeling
Roofs New/Repair
Room Additions
Safes
Security Evaluation / Consultation
Seismic Upgrading
Sheet Metal Work

Shutter Installation
Skylights
Solar Energy Installation
Stained Glass Creation and Repair
Stair Lift Installation
Stucco Work
Telephone System Installation
Tile Installation
Wallpaper Application
Water Heater Installation
Welding
Window Cleaning/Repair
Windows and Doors

COLE HARDWARE is a licensed California General Contractor, license number 708403.

Contact us at www.colehardware.com/homerepair

The Annual Earth Day Inventory of Our “Quadruple Bottom Line”

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COLE HARDWARE'S Inventory: An Annual Report Card

Environmental advocacy: We are committed to minimizing our environmental footprint.

- We stock and promote environmentally friendly products.
- We emphasize consumer awareness of environmental issues.
- We comply with all standards set forth by San Francisco's Department of Environment green business program.
- We encourage the use of our reusable shopping bags.



- We recycle for our customers: rechargeable and household batteries, old latex paint, spent fluorescent bulbs, cell phones, expired printer cartridges, soft plastic, small propane cylinders, and spent holiday light strands.

- We publicize events concerning conservation and environmental issues for our various Community Partners.
- We participate in environmental fairs, including these events in this past year:
 - Ghirardelli Goes Green
 - UCSF Mission Bay Green Fair
 - Pier Safe

- We mentor other businesses on green business practices.

- We held four wildly successful e-waste recycling events in partnership with Goodwill Industries.

- We offer a bicycle commuter benefit for our crew members who pedal to work.

- We partner with the California Product Stewardship Council's Be Paint Wi\$e Partnership.
- We recycled hundreds of pounds of plastic bags for City residents who have no other choice but to dispose of them in the trash.

- We are active members of the Business Council on Climate Change.

- We sit on San Francisco's Climate Action Plan (CAP) Business Advisory Panel, formed to provide a business perspective on the San Francisco Climate Action Plan.

- We guest lecture to business classes at San Francisco State University and the Family Business Program at the University of San Francisco.

- We offer digital versions of the *Hardware Hotline* and *Hardware Hot Deals* for readers who prefer an e-version.

- **NEW:** We sit on the Business Council for Climate Change Congestion Management Working Group, formed to provide business perspectives on congestion pricing and other transportation-oriented strategies as part of San Francisco's climate strategy.

- **NEW:** We reintroduced our popular COLE HARDWARE reusable shopping bags.

- **NEW:** We enrolled in California's new Paint Stewardship Legislation program for responsible disposal of paint products.



Social advocacy: We are committed to social responsibility and community involvement.

- We have more than 600 schools and community groups in our Community Partners program.
- We donate our Cutting Edge wine to our Community Partners to serve at their fund-raising events.

- We partner with local schools and nonprofit community groups and donate over \$10,000 in gift cards annually to be used at their fund-raising events, silent auctions, and raffles.

- We publish community event notices.
- We provide a 10% discount to senior citizens, students, and disabled persons.
- We provide chauffeur service for senior citizens.

- We participate in the annual Rebuilding Together San Francisco volunteer weekend.

- We actively promote home safety and emergency preparedness fairs.

- We are founding members of the San Francisco Locally Owned Merchant Alliance (SFLOMA), and we continually advocate for the efficacy of San Francisco's neighborhood shopping areas.

- We support local vendors of products such as Green Toys™, Rootcups, Solid Green Glue, and other members of SFMAde by offering their products in our stores.

- We support neighborhood organizations working on behalf of quality of life issues within our City.
- We participate in community events and fairs, including these events in 2012:
 - Cole Valley Fair
 - Fiesta on the Hill in Bernal Heights

- We offer Community Savings Days when seniors, students, teachers and school district employees, and active members of the military or veterans receive a 20% discount.

- Our Mission Street store gladly welcomes Bernal Bucks, locally enriched currency.

- We host State Department delegations of business leaders from around the world wanting to learn more about various aspects of a small business.

- We sponsored a toy drive for the fourth year in a row for Arriba Juntos's La Posada.

- We sit on the JVS Retail Advisory Committee to actively place exceptional job seekers in retail positions. Over the years, the JVS agency has become a respected leader in the workforce development community.

- We offer our Community Partners registry so that schools and nonprofits can register for supplies

needed for special projects or create an ongoing wish list of products that they are always in need of for running their programs.

- Our spare change collection program, benefitting a different Community Partner each month, has collected over \$11,720 at our register collection jars to date, thanks to your generosity.



We presented Gia Barsi of Dress for Success with a check from our spare change collection program.

- **NEW:** We expanded our donation drives and conducted several overwhelmingly successful drives: women's professional clothing for Dress for Success and both food drives and warm coat drives for St. Vincent de Paul's Vincentian Help Desk program.



Workplace advocacy: We promote and celebrate diversity in our workforce.

Benefits offered:

- Medical benefits provided above San Francisco's Health Ordinance requirement
- Dental program
- Benefits offered for domestic partners
- Nine personal-time-off days per year
- Vacation program for full-time employees
- 401k pension and profit-sharing program with dollar-for-dollar matches and annual profit-sharing bonuses
- Pretax (cafeteria) plan allows employees to contribute a portion of their salary to a flexible benefits plan for a variety of benefits, including health insurance, medical expenses, dependent day care, and commuter expenses.
- Competitive wages are offered for both hourly and salaried staff—our minimum wage is much higher than that mandated by the City of San Francisco.
- To further encourage great customer service, our employees receive a bonus when receiving customer compliments.
- We celebrate success and good news: birthdays, new babies, and accomplished goals are greeted with cakes and treats in our lunchrooms.



- We offer commuter benefits to encourage our crew members to utilize public transportation.

- We offer a bicycle commuter benefit for our crew members who pedal to work.

- Our policy is to promote from within.

- **NEW:** We partnered with Goodwill Industries work program to provide internships to graduates of their program, in the hope that we can then offer full-time employment to the interns. We're pleased to announce that our Polk Street store has hired on their intern Ryan.

Measure of success:

- 8½ is the average number of years worked at COLE HARDWARE (by staff employed 2 years or longer).



FROM THE GARDEN CENTER

Visit our garden centers at the Cole Street, Polk Street, and Mission Street stores.

In the Garden April Garden Tasks

Tips from Dennis and Bill



Stop by our Cole Street garden center for all your gardening needs. The advice is free from the Garden Guys, Dennis and Bill. E-mail them with any questions: dennis@colehardware.com or blitz@colehardware.com.

The year started off with a record dry spell, unfortunately, so watering wisely will be crucial this spring and summer. If we're lucky, we'll have a few April showers to give the ground a good soaking as we head into our dry season. Enjoy the longer daylight hours in your garden this month to realize a beautiful summer bounty.

✓ **Watering:** Water during morning or evening only. Doing so reduces the amount of water lost to evaporation. Watering early in the day is preferable because wet foliage from evening watering makes plants susceptible to fungal diseases. Use a nozzle hose faucet, a water timer, and the proper sprinkler, and only water what needs to be watered by controlling the coverage area.



✓ **Soaker hose:** Consider a small investment in a soaker hose that allows moisture to seep through its walls. It can be woven through a garden, providing water directly onto the soil, soaking the roots. This also prevents soil erosion and puddling and uses up to 70% less



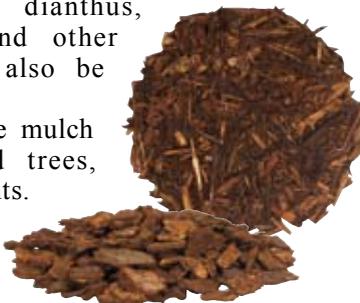
water. Our garden centers stock a variety of soaker hoses, such as the Soaker Pro Hose, ideal for trees and shrubs. (Sku 7300627, \$16.99)

✓ **Annuals and perennials:** Plant warm-season annuals including marigolds, zinnias, lobelia, and border dahlias.



Shasta daisies, dianthus, delphiniums, and other perennials can also be planted now.

✓ **Mulch:** Place mulch or bark around trees, shrubs, and plants. Mulch slows evaporation, reducing plants' water needs.



Mulch or bark can add some curb appeal to the landscaping in the front of your home, too. (Mulch: Sku 75958, \$6.99; Bark: Sku 7094212, \$7.99)



✓ **Roses:** Start a preventative program of spraying your roses to prevent diseases like powdery mildew and rust. Use a rose

defense spray, such as Earth-tone® 3n1 Disease Control, as an organic alternative to chemical pesticides. Spray every 10–14 days. (Sku 7272156, \$8.99)



✓ **Vegetables:** When planning your summer vegetable garden, remember that leafy vegetables



need at least six hours of sunlight to develop fully. Fruiting vegetables such as tomatoes, peppers, squash, and eggplant require 10 hours of sunlight.



✓ **Snails and slugs:** Continue to watch out for snails and slugs and use Sluggo® Plus to rid your garden of these pests. (Sku

7214661, \$14.99)

✓ **Black Gold®:** This rich, loamy mix of natural and organic potting soil is a premium choice for all-purpose gardening applications. It is ideal for



flowers, vegetables, and hanging baskets. The 100% organic base consists of screened earthworm castings, Canadian sphagnum peat moss, compost, and forest humus. Perlite and/or pumice are added to ensure optimum aeration. Available in assorted sizes. (4 Quarts: Sku 700233, \$4.49; 8 Quarts: Sku 7312309, \$7.99; 16

Quarts: Sku 7264948, \$8.99; 1.5 Cubic Feet: Sku 7265002, \$14.99)

See you in the garden!



Raised Garden

Create a garden space practically anywhere with a cedar raised garden kit. The 4-foot by 4-foot raised garden kit assembles quickly by simply sliding the boards into each corner post. Made of natural North American cedar, the kit secures easily with screws (included) and is expandable and stackable with additional kits. Available at our Cole Street, Mission Street, and Polk Street locations. (Sku 7305907, **HOT DEAL \$29.99** Regular price \$39.99)

EcoForms Garden Pots

Based in Sepastopol, California, EcoForms is a family-founded business that grew out of the desire to find an alternative to plastic pots. These attractive and durable pots are made from renewable grain fibers and are biodegradable, to support sustainable garden practices. EcoForms' commitment doesn't end with their products: their facility is solar powered, and their delivery trucks run on 100% biodiesel fuel.

Internal tests have shown that plants grow better in EcoForms pots than in traditional plastic pots due to their insulating

design, which leads to thriving, healthy plants. EcoForms pots contain no wood or petroleum ingredients and do not deplete natural or edible resources. EcoForms pots will last at least five years when used outdoors, and even longer when used indoors. They are intended for use above the ground, and show no damage when exposed to freezing or thawing conditions.



Our garden centers offer an assortment of pots and saucers in various shapes and sizes, in a palette of rich, earthy tones. The warm hues create a stunning monochromatic display, or the colors mix and match to blend into any room's décor. (59¢–\$14.99)



WHAT'S IN SEASON

Repurpose® Compostables

Introducing our new line of compostable serving utensils, insulated hot cups, and cold cups! Adding to our assortment of compostable serveware, we are pleased to now offer Repurpose Compostables. Ideal for backyard barbecues and picnics in the park, these products are made from 100% renewable plants. With the look and feel of traditional plastic alternatives, your next party will be a smashing, earth-friendly success. You'll find all of these products at your favorite COLE HARDWARE location.



Insulated Hot Cup and Lid: Serve coffee or hot cocoa in these 12-ounce cups with lid. Pack of 12. (Sku 625624, \$4.99)



Cold Cups: Perfect for a kegger or cosmopolitan cocktail party, these 16-ounce cold cups come in a pack of 50. (Sku 625625, \$7.99)

High-Heat Utensils: This set of 24-count knives, forks, and spoons is extremely durable and high-heat tolerant up to 200°F. (Sku 625627, \$2.99)



Endurance® Stainless Drink Straws

Reduce your plastic footprint with this set of four durable, reusable, polished stainless steel drinking straws. The 8½-inch length and bigger diameter make them perfect for fruit smoothies, milk shakes, and floats. They're also ideal for cold summer beverages and dinner party cocktails. (Sku 653797, \$8.99)



We also offer a set of straws that are slightly angled. (Sku 653796, \$8.99) Although the straws are dishwasher safe, more thorough cleaning can be accomplished using the drink straw cleaning brush. (Sku 653798, \$3.99)



Measuring Up: Escali® Scales

Escali offers distinctive digital scales, synthesizing contemporary design with unmatched accuracy. Widely recognized for precision measurement, useful features, smart styling, and exceptional value, these scales are multifunctional and provide information in a choice of standard or metric formats. Escali scales are tested by rigid military measurement standards, a process that contributes to their accuracy.

Whether you are dieting or just trying to eat healthier, food portion is extremely important. Unfortunately, what many of us envision as a portion and what the food industry considers a single serving can be drastically different. A kitchen scale can help you measure servings for snacks and other foods, as well as assist you with recipes where accuracy is crucial.

Arti Bamboo Food Scale

The sleek new Arti bamboo scale is capable of weighing liquid and dry ingredients up to an astounding 15 pounds, with an accuracy of 0.1 ounce. The crisp and clear display, which is 50% larger than commonly found on a kitchen scale, sits between user-friendly, touch-sensitive controls. Measure dry ingredients in ounces, pounds, or grams and liquids in fluid ounces or milliliters. The automatic shutoff feature ensures long battery life, and lithium batteries are included. The ultraslim profile (9" x 6.5" x 7.5") allows for easy storage.



New colors deep purple and electric blue round out our color offerings, which also include crisp white, retro red, key lime green, ink black, and shiny silver. (Skus 643000-2, 340-4, \$28.99)

COLE HARDWARE Makes Car ChipKeys®!

We can duplicate your vehicle ChipKeys at the C3 Certified ChipKey Centers in the key departments of our Cole Street, Mission Street, Polk Street, and Cole Fox locations. No need to go to the auto dealer, when our trained and certified technicians can program and cut most auto ChipKeys *while you shop, at a competitive price, and any day of the week.* We program ChipKeys for Chrysler, Ford, GM, Honda, Mazda, Mitsubishi, Nissan, Subaru, and Toyota vehicles.

What is a ChipKey? ChipKeys are vehicle keys that contain a computer "transponder" chip hidden

in the head of the key. This chip contains a security code that must be programmed to any duplicate vehicle keys in order to start your vehicle's engine. This layer of security is a proven deterrent to theft, and most vehicles today have this auto key technology. In 2010, 96% of all vehicles manufactured, had high-security ChipKeys. Currently, there are more than 125 million cars and trucks on the road using ChipKeys.

Do you have a ChipKey for your vehicle? We can easily test your car key at any of our key departments to see if you have a ChipKey. Losing your vehicle

key could be costly and time consuming if you have to get a replacement from the manufacturer. Visit COLE HARDWARE today so that we can provide you with a spare ChipKey. It will give you peace of mind knowing that you'll always have an accurately cut and programmed ChipKey for your vehicle.



We will can cut and program your **Automotive ChipKey** while you shop!

Pay less than at dealerships.

"Our commitment to you: Your satisfaction guaranteed. Period."

WHAT'S IN SEASON

Citrus Circus!

We love the 2013 color of the year, Pantone® Emerald, combined with Benjamin Moore® Lemon Sorbet. Toss in Pantone's 2012 color of the year, Tangerine Tango, and you've got the perfect fruit salad: crisp, light, and refreshing. We've assembled a mix of citrus-inspired products that highlights this fun palette.



Citrus Slices Glass Serving Platter
(Sku 681128, \$19.99)

Citrus Slices Glass Salad Plates
(Sku 681129, \$4.99)



Citrus Blossom Ruffled Apron
(Sku 681113, \$21.99)



Citrus Blossom Oven Mitt and Potholder

(Mitt: Sku 681116, \$7.99;
Potholder: Sku: 681117, \$6.99)



Lemon Dish Towel, Set of 2
(Sku 681228, \$9.99)



Lemon Buzz Napkins

(Beverage: 681202, \$5.49;
Lunch: 681203, \$6.49)



Citrus Ceramic Dipping Bowls

(Sku 681112, \$5.99)



Citrus Blossom or Sunshine Stripe Dish Towel

(Sku 681114-5, \$4.99)



Citrus Dishcloth, Set of 3

(Sku 681172, \$6.99)

PRODUCT KNOWLEDGE

Steam Clean Your Own Carpets!

Deep-clean carpets and upholstery with professional-quality results—it's easy with our Rug Doctor® rentals!

The EPA states that indoor air quality improves when carpets are thoroughly cleaned. Regular deep cleaning not only removes allergens, dirt, and grime, but can add years of life to a carpet by removing the abrasive grit that harms its fibers.

Having your carpet professionally cleaned can be costly, but you can get a top-quality cleaning job at a do-it-yourself price: rent an easy-to-operate Rug Doctor steam cleaning machine from us—you will love the results!

Pick up your Rug Doctor rental at COLE HARDWARE. We have a number of rental machines at each of our stores. You can generally come in to pick one up whenever you need it, but when demand is heavy (weekends and the beginning or end of the month), you may want to call first to check on availability. The new Rug Doctors are compact and lightweight—they fit easily in the back seat or trunk of most cars.

Move furniture and vacuum. Clearing the area of furniture will make the job much easier. It will also insure that your carpet is evenly clean in case you

choose to rearrange your furniture. Thoroughly vacuum the area with your household vacuum cleaner before steam cleaning.

Put the Rug Doctor to work. The machines are easy to operate and maneuver. With every rental, an easy-to-read user's guide (in English and Spanish) is included.

Let dry. Allow two to four hours (typically) for your carpet to dry. To reduce drying time, ventilate the room or turn up the heat. To take up excess moisture left in the carpet from the steam cleaning process, go over it again using only the machine's vacuum function.

The Mighty Pro vacuum path width is 10.4". The Wide Track vacuum path width is 12.4". An upholstery brush is also available to rent. We'll need your driver's license and a major credit card to secure the rental. We have a wide variety of cleaning solutions for you to choose from for use with the machine. Solutions are sold separately.

Our rental units are well maintained to deliver top performance. We've been doing business with Rug Doctor for several years and are very pleased with their customer service. Between the Rug Doctor and COLE HARDWARE, your carpet-cleaning experience will be satisfaction guaranteed!



72-Hour Emergency Supply Kit

("Are You Ready" Series, Part 4)

This April 18 marks the 107th anniversary of San Francisco's 1906 earthquake, and now is a great time to take steps to prepare for the next predicted major earthquake or other disaster.

In the case of a major earthquake, the fire department, police, and other emergency response personnel will be overwhelmed. This is why we should all have three-day (72-hour) emergency supplies on hand.

Store your emergency supply kit in a place that will remain accessible in the event your house sustains major structural damage. Review your kit every six months, replace batteries, water, and food and reassess your needs.

- **Food:** Canned and ready-to-eat dried food, enough for a week. Avoid oily or salty foods. Include a nonelectric can opener. Rotate food every six months. Include baby food/formula and pet food, if needed.

- **Water:** Store a three-day supply—1 gallon per person per day. Store in airtight containers and replace every six months. Water in your water heater may be part of your supply.

- **First-Aid Kit:** Buy one ready-made and add to it. COLE HARDWARE carries many appropriate kits. Include enough bandages and disinfectants. Include extra prescription medicines and glasses and update yearly.

- **Fire Extinguisher:** Keep a 3A:40-B:C fire extinguisher available. Maintain it yearly and take a NERT class to learn how to use it.

- **Flashlights:** With extra batteries! Have a flashlight beside each bed, near doors, in your car, and near utility shutoffs. Don't use matches or candles due to the high probability of gas leaks.

- **Portable Radio:** Keep extra batteries! Telephones may not work and should be used only for emergencies (both landlines and cellular phones); the radio will keep you informed.

- **Extra blankets, clothing, shoes, and money:** Keep sturdy shoes and socks by each bed, within a plastic bag (to keep glass out). Money should be in small denominations. Include clothing, extra blankets, a tarp, and (if possible) a tent in your kit.

- **Tools:** Have gas and water shutoff wrenches on hand to turn off gas and water. Be sure that you know how to use them.

Liquiguard™ SolidStepCote



SolidStepCote represents the most advanced technology available on the market today in nonslip floor coatings. A water-based solution that dries

crystal clear and creates an invisible antiskid finish, it creates a lasting bond that does not require maintenance and does not attract dirt. SolidStepCote creates a protective barrier against stains and spills and prevents grout from soiling and discoloring.

COLE HARDWARE offers a tub and shower kit for use on porcelain, fiberglass, acrylic, tile, slate, concrete, and metal. This nonslip

solution features incredibly low VOCs and no fumes or odors. Application takes a matter of minutes, and the tub or shower is ready for use within four to six hours. Cleaning simply requires a mild detergent or soap and water.

Consider SolidStepCote especially for baths and showers used by children or seniors. The 4-ounce kit will treat one standard tub or shower with two coats. With proper care, the coating on a treated tub should last three to five years before requiring reapplication. (Sku 131131, \$19.99)





ENVIRONMENTAL INFO

GOOD FOR THE EARTH—WE TAKE ACTION FOR THE ENVIRONMENT!



A Tree in the City

With Earth Day gaining so much prominence in recent years, Arbor Day seems to have fallen off the calendar! In honor of Arbor Day, April 26, we happily republish this

article, authored by former Friends of the Urban Forest staff member Reed Milnes for some pointers on urban tree care. Our stores stock a number of tools to help you maintain healthy trees around your home, and our Repair Referral service also has a certified arborist on staff, should your trees require professional service.

Healthy Trees in San Francisco: A How-To Guide

Choose the Best Tree: For a tree to have the greatest impact, it needs to be healthy and thriving. A healthy tree begins with the selection of the species best suited for your location. You should consider the type of soil you will be planting in, if there are obstructions like overhead wires, environmental conditions like high winds or salt air, and what you want your tree to look like when mature.

Proper Care: The right tree also needs the right early care. Basic tree care begins with watering, at least 15 gallons per week. To help keep your tree wet during dry seasons you can apply mulch or plant nonwoody ground cover.

Good Support: Your tree will also need

support while it grows large enough to stand on its own. Arbor stakes connected with crossbraces create a frame from which you can support the tree using a loose arbor tie. Keeping the tie loose ensures that your tree will move enough to grow on its own.

Professional Care: Finally, you should have your tree inspected and pruned by a qualified professional to ensure that any developing issues are addressed before they become life threatening to the tree. You can locate certified arborists through Friends of the Urban Forest. Or you can become a qualified professional yourself and care for your own tree, giving it the personal attention it truly deserves. Friends of the Urban Forest offers tree-care classes and work days where you can learn cutting-edge pruning techniques and practice your arbor skills while making our urban forest healthier and stronger.

For more information on how you can have a healthy tree in front of your home, contact Friends of the Urban Forest at www.fuf.net.



Cole Street E-Waste and Donation Drop-Off

Saturday, April 27
10:00 am–2:00 pm
956 Cole Street

Our Cole Street location will sponsor a donation drop-off day on Saturday, April 27, from 10:00 am to 2:00 pm with our friends at Goodwill. Besides consumer electronics (working or not), we will accept clothing and accessories, home accessories, kitchenware and small appliances, and bicycles. (Sorry, but we cannot accept large appliances, sofas, mattresses, snow skis, auto parts, or furniture.)

Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give it to a friend or hand it down to a



relative, it is perfect for Goodwill. This is a great opportunity to recycle outdated phones, computers, stereos, and televisions properly to keep them out of the landfill.

Recycle at COLE HARDWARE!



Bring to any of our four stores:

CELL PHONES:

Personal cell phones—batteries and chargers not required. PLEASE, no cordless home phones, car phones, walkie-talkies, pagers, or two-way radios.

BATTERIES:

Rechargeable (NiCad, NiMH) and household (alkaline and carbon).



OLD LATEX PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The latex paint containers you bring us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state "latex," "acrylic," or "water-based" paint. No handwritten labels will be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- You must not be a commercial paint user.
- Please limit your drop-offs to no more than 10 gallon-size containers (or 40 quart-size containers or a combination of both) at a time. Containers are counted by size, not by the volume of paint they contain.
- Take paint to the customer service desk.
- PLEASE, no brushes or rags!



PROPANE TANKS:

Small (14 or 16.9 oz.), empty, nonrefillable propane cylinders only. Household only. Limit 5 per visit.



SPENT FLUORESCENT BULBS:

CFLs, tubes up to 8 feet, U- and D-shaped tubes. Drop-off limit is 10 bulbs.



SCRAP METAL:

Copper and brass.

EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

SOFT PLASTIC RECYCLING:

Clean plastic only. Households only. One basketball-size amount per visit, please.

For Bay Area recycling resources, visit www.colehardware.com/recycle.htm

COMMUNITY NEWS

Spare Change Collection

We are proud to announce that through our spare change collections, we have collected \$11,720 in funds for the many worthy charitable causes in the City—and our program continues on!

In February we collected \$317.43 for SaveNature.org, which focuses efforts on protecting entire ecosystems. Our March collection is



SAVENATURE.ORG

earmarked for The Homeless Prenatal Program, and we will report those totals next month.



For April, our collection will benefit Friends of Sharon Art Studio (FOSAS) youth program support.

FOSAS is a nonprofit entity devoted to sustaining and enhancing the Sharon Art Studio's goal of promoting artistic development, craftsmanship, and creative expression. FOSAS believes that art education is an essential component of a healthy community and strives to ensure that quality, noncompetitive art programs are affordable and accessible to all.

Sharon Art Studio wishes to expand opportunities for teens to discover and develop a passion for the arts, self-confidence, and the foundation for creative exploration. Support of their youth art classes and scholarship fund will help provide fee offsets to students who would not otherwise participate in teen classes.



FRIENDS OF Sharon Art Studio

FOSAS works in cooperation with the San Francisco Recreation & Parks Department to augment and add breadth to Sharon Art Studio's

art programs at its locations in Golden Gate Park and Mission Arts Center. For more information about classes or making a donation, visit sharonartstudio.org.



Sandra, Diallo, Balandra, and Kelly accept the spare change collection check for \$545 on behalf of A Home Away From Homelessness.



It's easy to donate to our spare change collection! Simply drop your spare change in any of the collection jars when you're checking out at any of our stores. Or bring in that old jar of pennies that's collecting dust on your dresser!

Ghirardelli Goes Green

Saturday, April 20
1:00 pm to 5:00 pm
Ghirardelli Square
900 North Point Street



Ghirardelli Square celebrates Earth Day with Ghirardelli Goes Green, an annual, free event featuring food, live music, and green-themed activities, including a visit from the Bag Monster. Vendors, including COLE HARDWARE, will be present to share information with attendees on how to green their lives. Ghirardelli Goes Green offers a great family-friendly introduction on how to be green:

- Meet the Bag Monster—Kids can meet the event's plastic bag-clad educational mascot.
- "G" goes Green—The "G" in Ghirardelli Square's famous sign will be lit green with LED lamps donated by Ford Associates Lighting in celebration of Earth Day.
- Eye-opening presentations by local vendors sharing fun facts on how to be green
- Live music from local artists



Locals can rediscover a San Francisco treasure—a short walk from Russian Hill, the Marina, and North Beach and easily accessible on cable cars, Muni, and the F-line streetcar. Stop by and say hi! For more information regarding Ghirardelli Goes Green at Ghirardelli Square, visit www.GhirardelliSq.com or call 415/775-5500.

1st Annual SF Pie Social & Blue Ribbon Competition

MAKE PIE! EAT PIE!



PLUS: Silent auction, prizes for pie winners, live music from Paul Griffiths and Friends, fun for the kids, and more!

Sunday, April 14
11:30 am to 2:00 pm

Verdi Club, 2424 Mariposa St., San Francisco

Tickets are \$15/adults, \$5/kids for general entry; \$25 in advance to enter the pie competition

Proceeds benefit San Francisco Community School.

For more details and to buy tickets, go to piesocial.brownpapertickets.com

SFC | SAN FRANCISCO COMMUNITY SCHOOL K-8

MY-SFCS.ORG

COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

Attorney: Practicing 25 years in San Francisco and offering personalized, attentive service, reasonable fees. Advice and representation in residential and commercial tenancy matters—leases, notices, eviction, Rent Board petitions and hearings; drafting/enforcing contracts; formations of business entities—partnerships, limited liability companies, corporations. Free consultation. John R. Weinstein, Attorney-at-Law. Telephone 415/863-5896, e-mail john@johnweinsteinlaw.com.

Bed and Breakfast Hosting: If you have an extra bedroom, with or without a private bath, that you would like to rent out on a nightly basis, let us know. Additional income—meet guests from all over the world. Phone: 415/899-0060, e-mail: reservations@bbsf.com, website: www.bbsf.com. Bed & Breakfast San Francisco—since 1977.

Caregiver: I am a licensed LVN who does caregiving for seniors, and I'm available during weekdays. I am dependable, experienced, and can provide references. Hours and rates are negotiable. Please call Josephine at 415/745-5175.

Computer Help: Honest Dave's Affordable PC Housecalls travels to your home or office to fix your computer. Viruses removed, computers speeded up to work like new, hardware and software installed, upgrades, training, TiVo, printers, and full support. 10 years full-time experience. Good Yelp (see Honest Dave). Call 415/271-0369.

Driver: I can drive you! Retired gentleman with 10+ years experience can drive you to the doctor, grocery shopping, or on other local errands. Dependable, punctual, personable with a great reference list upon request. I do what taxis can't: stay in waiting rooms for all medical appointments, help you shop (if needed), carry groceries and packages, etc. \$25 an hour (2 hr. minimum). Out of town trips are negotiable. Please call Bill: 415/826-3613 or e-mail to bill311@att.net.

Interior Redesign and Feng Shui: Imagine living in a home that you love—a space that supports, nourishes, and inspires you. SpaceTransform creatively reenvisioned and rearranges your rooms to be beautiful, functional, and comfortable. To learn more, contact Gwen at 415/656-7289 or visit www.spacetransform.com.

Legal Services: Established San Francisco attorney emphasizing Wills and Trusts (including LIVING TRUSTS and irrevocable trusts) and representation of small businesses (formation of corporations and limited liability companies; drafting of confidentiality and trade secret agreements, buy-sell agreements; and copyright matters). Reasonable rates (set fees for trusts). Call 415/221-3000 for appointment. See www.franklawoffice.com for info.

Orange Dog Manor: Cole Valley Vacation Rental is perfect for housing visiting grandparents or out-of-town friends. Fully furnished studio apartment includes kitchen and private bath. Special discount for weeklong rentals. Visit our website at www.orangedogmanor.com or call 415/753-6886.

Organizer/Personal Assistant: Organize your home or business (new or in existence for several years) so that it runs smoothly and efficiently. Assist you in home/business operations (clearing clutter, setting up files, paying bills, running errands, etc.). Packing/unpacking. Conscientious attention to detail, both materially and ideologically. Aesthetic Solutions. 415/517-5043.

Organizing/Relocating: Overwhelmed by clutter or relocating? As featured on KPIX and NPR, SHIPSHAPE has expertly helped overworked professionals, frazzled moms, and harassed homeowners cut through clutter and restore simplicity and peace of mind to their busy lives. Homes, offices, closets, packing, and more. Free phone consultation. Call 415/425-4204 or visit www.ShipShape.com.

Printing: We print business cards, office stationery, and company brochures using the latest technology. Free consultations, easy e-mail prices, and friendly service. Delivery right to you. Call or e-mail On The Mark for graphics, print, and mailing services. References available. Call or e-mail: 415/621-2312 or Sam@printotm.com.

Proofreading: Lurilla has an English degree, a journalism background and was a member of the International Typographical Union for 40 years. She is an excellent proofreader (editing service also). Reasonable rates—unreasonable pickiness! First page free, then hourly rates apply. References available. Call 415/648-1868.

Stereo Repair/Home Theater Installation: Gene's Sound Service offers expert component-level repair of home audio systems, as well as audio, video, and home-theater installation and system troubleshooting. Specializing in on-site service at your home, office, or shop. Convenient day, evening, or Saturday appointments available. Many local references. Advice on maintaining your system gladly given. "Gene's honest and knows his stuff. Give him a try." Bobby McFerrin. Call Gene at 415/377-1258. More info at www.genessoundservice.com.

Tax Prep and Planning: Tax services for individuals and self-employed persons. Over 20 years experience, especially in dealing with issues of artists, consultants, and nonfilers. Free initial phone consultation. Please contact Alan Steger, Enrolled Agent, at 415/387-3057 or visit www.StegerTax.com.

Getting Married?

COLE HARDWARE offers a Gift Registry!

For information, e-mail to gift@colehardware.com.



Tool Rental Reservations

Visit www.bescrappy.com/register.



Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit www.colehardware.com/eline.htm.

COLE HARDWARE proud member of:

somba South of Market Business Association

COLE HARDWARE supports organizations working to enhance our great City. If you'd like us to be part of your membership, please contact julia@colehardware.com.

Follow COLE HARDWARE!



Benjamin Moore® Natura® No-VOC Paint

Natura Waterborne Interior Paint continues Benjamin Moore's commitment to providing the most environmentally friendly paint. Natura Paint emits lower total VOCs than other national zero-VOC products on the market, all without compromise to performance or color selection. Natura is truly "Green Without Compromise."

- Virtually odorless
- Zero VOCs
- Quick return to service
- 100% acrylic
- Provides a durable, washable film
- Spatter-resistant
- Unlimited color selection
- Lower total emissions
- One hour recoat
- Carries the Green Promise designation
- Self-priming on most surfaces.
- Available in flat, eggshell, and semi-gloss finishes



The COLE HARDWARE Calendar - April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 April Fool's Day	2	3	4 HARDWARE HOT DEALS	5 Giant's Opening Day GIANTS Flash Friday DEALS	6
7	8	9 Hardware HOT DEALS April 1-15 see insert			12 Flash Friday DEALS	13
14 SUNDAY STREETS San Francisco Mission	15 Taxes Due	16 COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details		18 1906 Earthquake Anniversary	19 Flash Friday DEALS	20
21 Cherry Blossom Parade	22 Earth Day	23	24 Hardware Happy Hour 5:00 pm - Closing see page 2 for details COMMUNITY SAVINGS DAYS Senior Wednesday	25 Military Thursday	26 Arbor Day Flash Friday DEALS	27 Household Items and E-Waste Collection see page 9 for details
28	29 COMMUNITY SAVINGS DAYS Student Monday	30 Teacher Tuesday			Flash Friday DEALS To sign up, send an e-mail to hotline@colehardware.com with "Flash" in the subject line.	



**Our founder Dave Karp,
Purveyor of Hardware Wisdom**

The COLE HARDWARE credo...

Commitment to savings:
Rewards program members receive a 5% monthly dividend on purchases.

Commitment to the community:
We donate 10% of what you spend to local charities (you get to designate one of our school or community partner beneficiaries).

Commitment to you: Over 90 years of guaranteed customer satisfaction.

Commitment to the environment:
Reducing our footprint by implementing environmentally sound practices in our stores.

Four locations serving you every single day of the year!

2254 Polk Street

San Francisco, CA 94109-1820
(at Green Street on Russian Hill)
415/674-8913 Fax: 674-8917
Weekdays 8:00 am-8:00 pm
Weekends 9:00 am-7:00 pm

3312 Mission Street

San Francisco, CA 94110-5009
(at 29th Street—near Safeway)
415/647-8700 Fax: 647-6554
Every day 8:00 am-8:00 pm

956 Cole Street

San Francisco, CA 94117-4316
(at Parnassus—near U.C. Medical Center)
415/753-2653 Fax: 753-0957
Weekdays 7:00 am-7:30 pm
Weekends 8:00 am-7:00 pm

70 4th Street

San Francisco, CA 94103-3124
(downtown bet. Market and Mission)
415/777-4400 Fax: 777-4453
Weekdays 8:00 am-7:30 pm
Weekends 9:00 am-5:30 pm

COLE HARDWARE reserves the right to limit quantities to stock on hand and to correct printed errors. Items are similar if not identical to printed illustrations. If an item is out of stock, we can offer a suitable replacement or a "rain check" for the advertised item. We strive for complete customer satisfaction.

Contact the *Hardware Hotline* at 415/753-2653 ext. 5 or e-mail hotline@colehardware.com.



ACE
The helpful place.



San Francisco's Favorite Hardware Stores!

web: www.colehardware.com
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