

**GRAND OPENING SALE!**

All COLE HARDWARE locations are celebrating the opening of our Oakland Rockridge store with

**20% off STOREWIDE\***

Saturday, February 21

\*see page 2 for details

**COUPON**

One tin **FREE** with a purchase of \$30 or more of regularly priced merchandise.

**Chocolate Drops Tin**  
(Sku 927600) Reg. \$4.99 Limit 1. Valid with coupon only. Coupon valid February 1-28, 2015, while supplies last.

CHOC



COLE HARDWARE'S

# Hardware Hotline

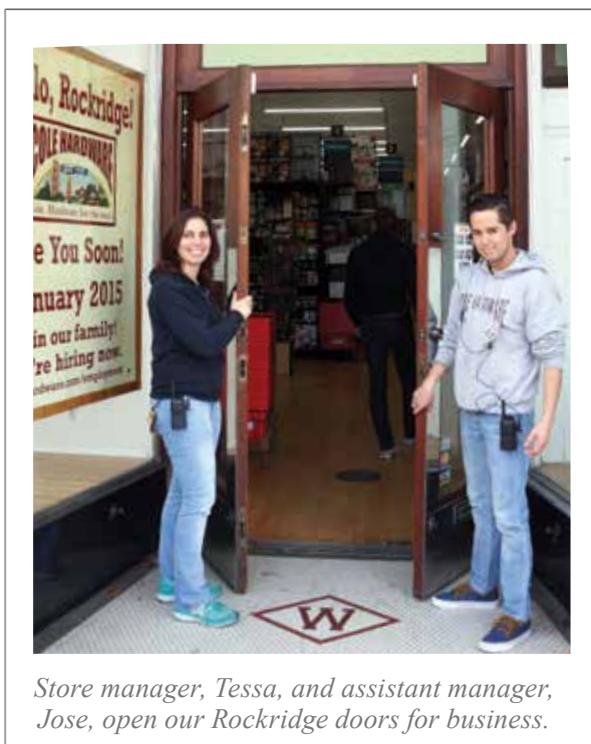
February 2015

NEWS AND VIEWS FROM AROUND THE STORES

## COLE HARDWARE Rockridge Opens Its Doors!

On January 2, Rockridge store manager, Tessa, assistant manager, Jose, and their merry hardware crew opened our doors for business. (Don't worry—you haven't missed our grand opening celebration, which will take place on February 21 at all COLE HARDWARE locations.) In just a little over three months, we painted walls, installed lighting, put up merchandising structures, and filled every nook and cranny of what we once thought was a cavernous building. Fortunately, the compactness of our San Francisco stores has made us experts at utilizing every square inch of space.

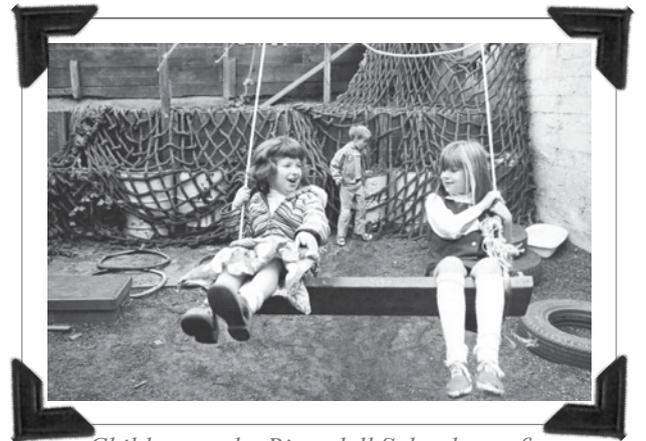
We're excited to bring our unique COLE HARDWARE customer service experience and vast hardware knowledge to the East Bay and look forward to serving Rockridge and the surrounding neighborhoods for many years to come!



Store manager, Tessa, and assistant manager, Jose, open our Rockridge doors for business.

## Community Partners: Claim Your Dividends Today!

This year marks the 21st anniversary of our Community Partners Assistance Program, established to aid the fund-raising efforts of local schools and community-based nonprofit organizations that work hard to make the Bay Area the unique place that it is. We're thrilled that we now have more than 600 organizations and schools participating in our program. COLE HARDWARE is sympathetic to the inadequacy of government funding available to schools and worthwhile social causes, and at the same time, we realize the importance of social responsibility of businesses of all sizes.



Children at the Rivendell School, our first community partner, enjoy the swings in what is now our Cole Street backyard nursery.

Each year we give away thousands of dollars in gift cards and Cutting Edge wine for fund-raising events. The more participants, the merrier! To see if your group or school is a member and to see all of

*continued on page 10...*

## Miele Vacuums

Vacuum cleaners can contribute to indoor air pollution if they don't retain the dust, dirt, and allergens they collect. The Sealed System™ of Miele vacuum cleaners, however, has superior retention. Long known in Europe for sleek design and superior engineering, Miele vacuums not only clean homes but the air as well. Miele canister vacuums have been awarded top rating certification by the DMT Air Quality Testing Institute for "excellent air quality" for their combination of the Sealed System and IntensiveClean™ dust/filter bags.

Miele canister vacuums feature the Super Air Clean filter made of electrostatically charged material that retains 94% of particles. They feature

quiet operation and excellent maneuverability. All Miele canister vacuums have a powerful 1,200-watt Miele-made Vortex Motor System, a 29½-foot overall cleaning radius, automatic cord rewind, and six-stage suction-control rotary dial. All of these canister models can be used for medium- to high-pile carpeting, area rugs, and all smooth flooring.

### Capri S2121

The parquet floor brush is designed for both wood and tile floors. (Sku 123003, \$399.99)

*continued on page 9...*



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

**Shop online 24/7 at ColeHardware.com.**

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ECRWSS



Scan to view our website.



All COLE HARDWARE locations are celebrating the opening of our Oakland Rockridge store with

# GRAND OPENING SALE!

# 20% off STOREWIDE\*

Saturday, February 21

The festivities continue February 22–March 1 at all COLE HARDWARE locations with special doorbuster deals and offers.

Visit [colehardware.com](http://colehardware.com) and check your e-mail for deals and more information.

\*Discount off regular retail price. Discount does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with coupons or other offers. Rewards points do not accumulate.

### Special Grand Opening Events at Our Rockridge Location

- Product demonstrations
- Free popcorn
- Raffles and prizes

Fun for the whole family!



See the Big Green Egg in action at our new Rockridge location!

Visit [www.colehardware.com](http://www.colehardware.com) for details, schedule of festivities, and more information.

## COLE HARDWARE Savings and Events

As you probably already know, providing excellent customer service is one of our top priorities. A big part of that is doing everything in our power to make COLE HARDWARE an affordable place for you to shop, while still being able to keep our doors open for business! We put a great deal of effort into making our everyday pricing as competitive as possible. But if you know our business at all, you know that we are always trying new things and striving to improve your experience with us. With all of the “new things” we get excited about trying, it might not be easy for you to keep track of all the opportunities for savings we now offer. So here’s a quick rundown to make sure you’re not missing out.

### COLE HARDWARE Rewards

Our most popular and longest standing program was created years ago (before every business on the block had one form of a rewards club or another). Among other benefits, COLE HARDWARE Rewards members earn a monthly dividend of 5% of their total purchases and a birthday discount equal to 50% of their age (up to \$100 off). Yes, we have had customers in their late 90s come in on their birthdays to take advantage of the discount—that’s always exciting!



### Flash Friday Deals

Every single week, we announce Flash Friday Deals: super-hot sale prices on a few items that are good that day only. Featured products vary greatly—from housewares to tools to gardening supplies—so there is *sure* to be something for everyone. And for some special occasions, we have straight dollar- or percent-off coupons, good for that day only. Flash Friday Deals are announced each week via e-mail and also on our Facebook page. To make sure you don’t miss out, send an e-mail to [hotline@colehardware.com](mailto:hotline@colehardware.com) with “flash” in the subject line. We’ll sign you up so you can start saving.

**Flash Friday DEALS**

### Facebook Deals

As a way to have fun and interact with our followers on Facebook, we occasionally post “secret” deals, advertised on Facebook only. You never know what great deal will pop up! Make sure you like us on Facebook page to keep in touch and see when we post deals.



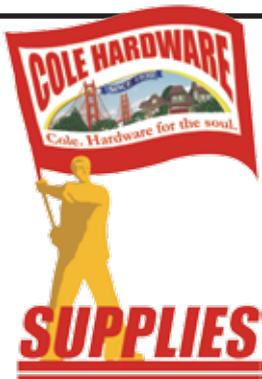
### Mobile Coupons

For those of our customers who prefer to communicate via SMS text messaging on their smartphones, we’ve started the COLE HARDWARE Mobile Coupon Club. These coupons can only be received on phones that connect to the Internet. To join, text the word “COLE” to the number 55155 from your smartphone. You’ll instantly receive a link to the single-use coupons that are being offered this month.



### In-Store Events

Perhaps our favorite and most rewarding way of offering you savings is to host events like our Hardware Happy Hours, Ladies’ Nights, and bag sales. The sales offered during these events vary, but they are always compelling enough to draw crowds and give us the chance to catch up with you in person over a glass of wine or a product demonstration. You can usually find out about in-store events right here in the *Hardware Hotline*, but it’s a good idea to also like us on Facebook, where we’ll post reminders as events approach.



- Competitive pricing
- Incomparable service
- Specializing in hard-to-find items
- Free Bay Area delivery on most items



415/647-1800 E-mail: [colesupply@colehardware.com](mailto:colesupply@colehardware.com)

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

## 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	Computer Data Cabling	Faucet Repair and Installation	Insulation Installation	Pest and Termite Control	Skylights
Alarms/Security Systems/Access Control	Computer Grounding	Fences	Intercom Systems	Plastering	Solar Energy Installation
Antique Restoration	Computer Repair and Tutoring	Furnace Repair and Installation	Interior Design, Staging, and Color Consultation	<b>Plumbing 24/7*</b>	Stained Glass Creation and Repair
<b>Appliance Repair and Installation</b>	Concrete	Furniture Refinishing and Repair	Interior Wood Refinishing and Restoration	Power Washing, Commercial and Residential Cleaning	Stair Lift Installation
Arborist	Custom Closets, Pantries, and Storage Solutions	Furniture Upholstering	Iron and Metal Works/Gates	<b>Remodeling / Major Remodeling</b>	Stucco Work
Architectural Planning	Decks New/Stain Design + Build	Garage Door Repair/Installation	Kitchen and Bath Remodeling	Roofs New/Repair	Telephone System Installation
Asbestos Removal	Disaster Cleanup and Restoration (Flood/Fire/Sewage)	Gardening/Pruning/Tree Trimming	Landscaping	Room Additions	Tile Installation
Bath Resurface	Door Refinishing	General Contractors	Lead Inspection and Abatement	Security Evaluation/ Consultation	Wallpaper Application
Brick and Stone Masonry	Drain Cleaning	Glass Installation	Leak Diagnosis/Waterproofing	Seismic Upgrading	Water Heater Installation
Cabinetmaking	Drywall / Lath	Grout Restoration	Lock Installation	Sheet Metal Work	Welding
<b>Carpentry</b>	Duct and Dryer Vent Cleaning	<b>Handyman Services</b>	<b>Locksmith Service 24/7*</b>	Shutter Installation	Window Cleaning/Repair
Carpet and Linoleum Installation	<b>Electrical 24/7*</b>	Hardwood Floors New/Refinish	Mold Remediation		Windows and Doors
Carpet Cleaning	Emergency Locksmith	Home and Office Organizing	Moving		
Chimney Sweep and Repair	Emergency Power Restoration	Home Energy Rating Systems (HERS)	New Construction		
Cleaning/Janitorial		Home Entertainment Systems	Painting Interior/Exterior		
Commercial Kitchen Installation					



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

Contact us at [www.colehardware.com/homerepair](http://www.colehardware.com/homerepair)

## Upgrading Your Home Flooring

Besides a new paint job that will allow a homeowner to inexpensively “remodel” a room, a flooring upgrade is another way to achieve dramatic results without a major remodel. Homeowners have many options of flooring to select from these days.

### Hardwood Flooring

Prized for its timeless elegance and style, warm and welcoming hardwood adds real value to your home. Hardwood lasts up to one hundred years with its natural beauty enhanced with age. Hardwood flooring comes in several forms:

- **Engineered wood.** Made like plywood, several thin sheets of wood are glued together in a crisscross formation, topped with a hardwood veneer that can usually be refinished at least one to three times. So stable, you can install it virtually anywhere. Great for condominiums or anywhere with excessive moisture concerns.
- **Prefinished wood.** Ready-to-install solid wood strips that come sanded, stained, and finished

from the factory. Available in ¾-inch solid wood and almost every species and color imaginable.

- **Unfinished solid wood.** Cut from solid pieces of wood and milled into planks, finishing is done in your home, allowing for handcrafted artistry. Choose custom-mixed colors or upscale patterns like parquet, medallions, and borders. The possibilities are endless.

### Laminate Flooring

Get the same chic look of hardwood at a more affordable price. This durable composite offers stronger resistance against scratches, dents, and moisture. Laminate flooring is extremely impact and scratch resistant, but it is not real wood. Although very tough, laminates can be scratched by big dogs or by dragging heavy objects across the floor. Extremely stain resistant, these floors will not fade from ultraviolet sunlight. Laminate flooring comes in three types:

- **Glued floating floors.** Special glue is applied manually to the tongue and grooves of each plank.
- **Glueless floating floors.** No glue needed—planks are designed to snap together, locking them in place.
- **Preglued floating floors.** The glue is applied at the factory. Just moisten the plank tongue and insert into adjacent plank.

Trims and mouldings are available for laminate floors. Mouldings are laminated over a fiber core so that they match the floor, or the mouldings can be made from real wood and color coordinate with the flooring. Most laminate floors can be used anywhere within the home, including wet areas such

as bathrooms and kitchens. Laminate floors do not need a wax or polish. Most laminate floors can be used over radiant heated concrete slabs.

### Carpeting

For comfort, warmth, and value, nothing feels softer or plusher on bare feet than a carpet. With a wide range of colors, thicknesses, and textures available, carpeting is very easy to care for and is exceptionally durable, lasting a long time.

### Vinyl

Spill-proof, maintenance-free, and affordable, no other floor covering category offers the variety of colors and patterns that vinyl flooring has to offer. Thanks to some great advancements in styling and technology, today's vinyl floors are easy to clean and stay looking brand new for many years. Most vinyl flooring resists staining from normal household products, does not show scratches easily, and is resistant to tearing, gouging, ripping, and indentations.

The unique manufacturing processes used today can replicate the look and textures of real ceramic tile, stone, and wood grains. Vinyl floors are manufactured in both sheets and tiles. The vinyl sheet floors are offered in both 6-foot and 12-foot widths, and the vinyl tiles come in various sizes and thicknesses. Both types of vinyl flooring come in a wide array of patterns and colors.

The wear layer (the top layer) is critical to the performance of a vinyl floor. The thickness of the wear layer varies with each manufacturer's collection, or series, and is generally measured in mils. The thickness of a mil is about the same as a page in your telephone book. So a 10-mil wear layer would be comparable in thickness to about 10 pages.

To choose the option that works best for your home and budget, or if you have questions and would like an expert opinion, please call 415/753-2653 ext. 3, or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com), and we'll put you in touch with one of the flooring experts in our Repair Referral Service.

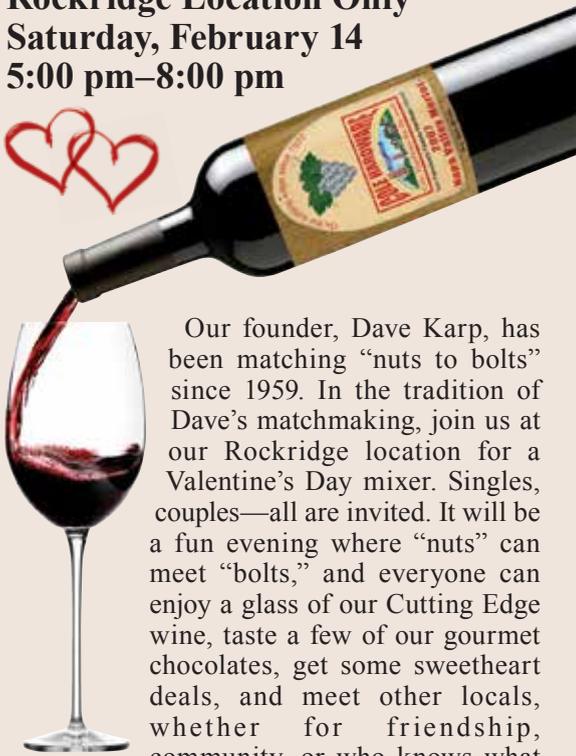


*New flooring can transform a home.*

# WHAT'S UNIQUE?

## Valentine's Day Mixer

Rockridge Location Only  
Saturday, February 14  
5:00 pm–8:00 pm



Our founder, Dave Karp, has been matching “nuts to bolts” since 1959. In the tradition of Dave’s matchmaking, join us at our Rockridge location for a Valentine’s Day mixer. Singles, couples—all are invited. It will be a fun evening where “nuts” can meet “bolts,” and everyone can enjoy a glass of our Cutting Edge wine, taste a few of our gourmet chocolates, get some sweetheart deals, and meet other locals, whether for friendship, community, or who knows what else may bloom!

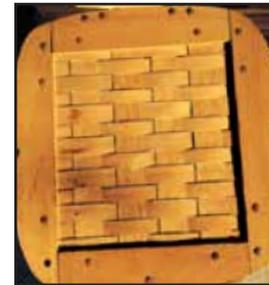
## We Love Wood: Christophe Pourny Furniture Tonic

Being in the hardware business, we of course love wood. Caring for wood furniture and other treasures made from wood is crucial to add to their longevity and to show off the natural beauty of the wood. Christophe Pourny Furniture Tonic nurtures wood as it restores the luster and shine that time and sun can diminish. The tonic is made from natural, nontoxic ingredients that are friendly to the environment and sourced in North America. Organic linseed and walnut oils are natural cures for wood worn by time. Essential oils and beeswax are added to every bottle, as well as a natural cleanser and drying agent. The tonic is mixed by hand in small batches.



To show you how well the furniture tonic works, I took two baskets made of the same wood. I treated one basket with the tonic. Look at the rich honey tones of the treated basket! Simple to use, the application only took a matter of minutes, and I love the new finish on my basket. (Sku 102103, \$17.99)

—Julia



Treated



Untreated

## COLE HARDWARE Chocolates

This is the perfect Valentine’s Day gift for that chocoholic hardware fan in your life. Three ounces of bite-sized chocolates come packaged in a cool reusable tin. Some of us have more of these tins stored in drawers, backpacks, and purses than we’d care to admit—luckily, they are a convenient size to use for storing pushpins, loose nails or screws, spare change, make-up, and other odds and ends, so they are being put to good use! Even the most discerning of chocolate snobs among us agree that this chocolate is really, really good. (Sku 927600, \$4.99)



## CoverGrip™ Safety Drop Cloths

These drop cloths are made with heavy-duty canvas that is backed by a patented covering of rubberized PVC dots. These dots create a strong grip between the cloth and the floor, so the cloth doesn’t budge an inch, even when ladders or tools are being moved around on top of it. They also create a cushion to help protect surfaces from any damage that might occur if tools are accidentally dropped. The rows of dots also create a guide for folding drop cloths into perfectly straight lines, so bunching and uneven coverage are not a concern when working on stairs or in other tight spaces. Professional painters, plumbers, and tradespeople in many other areas of expertise demand CoverGrip cloths, but they are also great to have on hand for your own projects around the house. The best news is that these drop cloths can be safely machine washed and dried! We carry CoverGrip drop cloths in four sizes to fit any of your needs, ranging from 3.5' x 4' to 8' x 10'. (Skus 139101–102, 1538933, 1538958 \$14.99–\$49.99)



## COLE HARDWARE Around the World

While we’re busy serving San Francisco, our COLE HARDWARE ambassadors are traveling the globe spreading goodwill. Send us a photo of yourself in your COLE HARDWARE T-shirt in front of the Eiffel Tower or Coit Tower, and we’ll send you a gift card for \$5. T-shirts are available in men’s, women’s, and children’s sizes. (\$9.99). Special edition COLE HARDWARE Rockridge long-sleeve T-shirts are also available in men’s and women’s sizes. (\$14.99)



Diego Sanchez enjoys a postcard-perfect Parisian day at the Eiffel Tower.



Machu Picchu provides a magnificent background for Maria Kielian on her Peruvian holiday.

# FROM THE GARDEN CENTER

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

## In the Garden February 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](mailto:dennis@colehardware.com) or [blitz@colehardware.com](mailto:blitz@colehardware.com).

In the Bay Area, February can be a difficult month to actually be in the garden. Daylight hours are still relatively limited, and the weather is unpredictable. At least it's a short month! There are, however, some essential tasks that should not be ignored.

✓ **Sow seeds:** Get an early start on vegetables, flowers, and herbs with a mini-greenhouse seed starter. A watertight tray with 72 cells keeps plant roots above the waterline, providing maximum air circulation to encourage healthier root growth. A humidity dome keeps in valuable moisture and heat to improve seed germination. (Sku 71260, \$7.49) We have a large selection of seeds to choose from, and all Botanical Interests® seeds are 25% off for the month of February.



**25% OFF**  
Botanical Interests  
Seeds  
through Feb. 28

✓ **Hydrangeas:** The acidity of the soil determines the color of hydrangea flowers. Acidic soil with a pH below 6 turns the flowers blue, while alkaline soil with a pH above 6 will turn the flowers pink. We offer Growmore Hydrangea Blueing Formula, which can be used this month around your garden hydrangeas to help them form blue flowers later in the season. (Sku 746449, \$7.99)



✓ **Fertilize:** Now is the time to fertilize your flower and vegetable beds with organic fertilizers. This will give the bacteria and fungi time to work and turn the organics into a usable form for the plants. Try E.B. Stone Alfalfa Meal (Sku 745028, \$5.99).



✓ **Succulents:** Plant a succulent dish garden. COLE HARDWARE has a varied selection of succulents and cacti. The crews in our garden departments can show you how to plant them so that they will thrive with little water throughout the new year.



✓ **Orchids:** Indoor orchids are available to brighten your home. We have several varieties, and they make nice gifts for Valentine's Day.



✓ **Prune:** Prune winter-flowering shrubs and vines just after blooming. Prune summer-flowering shrubs, but be aware that spring bloomers already produced their buds last fall, and pruning them now will result in the loss of flowers. Deciduous trees should be pruned, too.



✓ **Water wisely:** Depending on the rain this month, make sure you are watering efficiently and responsibly. If we're fortunate enough to see abundant rain, properly adjust sprinklers or watering systems.

✓ **Weeds:** Weed your beds thoroughly to keep weeds from taking water you want to go to your intentionally grown plants. Weeds often thrive under adverse conditions.

✓ **Soil preparation:** Well-composted soil holds water much better than sandy soil, so keep your beds full of organic matter.

See you in the garden!



## For the Birds!

Birds are one of the best natural means of controlling harmful insects in a garden. Keep your bird feeders full now so that the birds will come back in warmer weather to help out with pest control. In addition to eating bugs, birds will add liveliness to your garden. Feeding birds is also a fun activity to develop a child's interest in nature.

Attract a flurry of feathered friends with their delightful songs and amusing antics to your garden with Botanical Interests Songbird Delight. This premium mix will grow colorful flowers that turn into plump seed heads, supplying a feast for fascinating songbirds. These attractive plants also provide year-round garden interest. (Sku 701296, \$3.99)

### Insect-Feeding Birds

Swallows, mockingbirds, flycatchers, and many others fall into the insect-feeding category. They may enjoy a treat of fruit or berries, but normally they will feast on the worms, mosquitoes, and other insects around your home. Offering suet is



a wonderful way to attract these birds. Suet mixtures can contain nuts, fruit, seed, and even insects. Place them in suet feeders that enclose the suet in wire mesh and watch as the birds discover this new treat! We offer a suet holder (Sku 8237711, \$4.49) and assorted single-pack suet blends ranging from \$1.99 to \$3.79.

### Seed Lovers

For seed-loving birds, be sure to provide the types of seeds that will please your new friends' taste buds. Here are a few suggestions:

- Black oil sunflower seeds: Chickadees, grackles, jays, juncos, many types of sparrows, woodpeckers
- Safflower seeds: Chickadees, mourning doves, jays, some sparrows, some nuthatches, some woodpeckers
- White millet: Cowbirds, mourning doves, juncos, many types of sparrows, starlings
- Peanuts (some like the whole nuts; some just the shelled nuts): Chickadees, jays, juncos, some sparrows, starlings, woodpeckers



- Cracked corn: Brown thrashers, grackles, jays, mourning doves, sparrows (house, tree, and white-throated), starlings

All COLE HARDWARE locations offer an assortment of bird food and bird feeders.



# WHAT'S IN SEASON

## Gung Hay Fat Choy!



Happy Chinese New Year! This year celebrates the year of the sheep (or goat or ram). If your birth year falls in the year of the sheep, you tend to be artistic, charming, sweet, sensitive, and dependable. The Chinese lunar new year begins Thursday, February 19, and the annual Chinese New Year Parade takes place on Saturday, March 7, in San Francisco.

**Annual San Francisco Chinese New Year Parade**  
Saturday, March 7

Chinese lore says that you must give your home a thorough cleaning for the new year, to sweep out misfortune and make room for incoming good

luck. So as not to tempt fate, you might consider our new line of Caldrea home cleaning products. The Ginger Pomelo and Mandarin Vetiver scents, featuring Asian-inspired ingredients, are perfect to ring in the lunar new year! Available in dish soap, hand soap, countertop spray, laundry detergent, and candles. (\$9.99–\$19.99)

**CALDREA**  
AROMATHERAPEUTIC HOMEKEEPING



## Scanpan® Eco-Friendly Nonstick Pans

At COLE HARDWARE, our absolute favorite line of cookware is Scanpan. The difference in the results when cooking with a Scanpan skillet or pan is truly amazing when compared to others. Food cooks beautifully—completely evenly without any sticking, uneven scorching, or cold spots. Combined with patented ceramic titanium, their nonstick coating is so resilient that you can even use metal utensils. Scanpan is one of the world's leading



manufacturers of nonstick products. All of their diecast aluminum products are made from 100% recycled aluminum at their factory in Denmark, where they control all stages of the manufacturing process. Scanpan was the first manufacturer of cookware to introduce environmentally friendly, PFOA-free products to the market. Today, all Scanpan products are free from both PFOA and PFOS.

Once you cook with a Scanpan, you'll never want to cook with anything else—don't say we didn't warn you!

- 12-inch Classic Fry Pan (Sku 602018, \$99.99)
- 11-inch Wok (Sku 602026, \$79.99)
- 10¼-inch Classic Grill Pan (Sku 602025, \$79.99)
- 10¼-inch Classic Fry Pan (Sku 602017, \$79.99)
- 10-inch Omelette Pan (Sku 602020, \$79.99)
- 9¼-inch Classic Fry Pan (Sku 602024, \$69.99)
- 8-inch Fry Pan (Sku 602023, \$49.99)



## Super Bowl Barbecue

Although neither the Raiders nor Forty Niners will be making a postseason appearance this year, the Super Bowl is the perfect excuse to host family and friends for a backyard "tailgate" party. All COLE HARDWARE locations offer the Big Green Egg® and Weber® barbecues and accessories.

The Big Green Egg stands alone as the most versatile barbecue or outdoor cooking product on the market, with more capabilities than all other conventional



cookers combined. From appetizers to entrées to desserts, the Big Green Egg will exceed all of your expectations for culinary perfection—and with seven convenient sizes to choose from, there is a Big Green Egg to fit any lifestyle!

Weber grills have been the star of backyard barbecues for over 50 years. Choose from a wide array of gas and charcoal grills to match your cooking needs, space requirements, and price point. And hopefully next year we will be hosting our Super Bowl parties with a home team in the game!

## Big Green Egg® MiniMax™

Just in time for the Super Bowl, the all-new, portable Big Green Egg MiniMax is proof that great things come in small packages. This EGG is the first to arrive with its own transportation in the form of a sturdy, easy-to-grip carrier. The compact MiniMax, perfect for camping, poolside, and tailgating, is built to perform and is ready to travel wherever your culinary interests take you!

Opening the MiniMax dome reveals a stainless steel cooking grate measuring 13 inches in diameter for a whopping 133 square inches of cooking area—all within a convenient 19.5-inch height. And, of course, MiniMax is constructed from the same ultra-high-quality ceramics as the other six EGG sizes and allows you to grill, bake, smoke, roast, and slow cook. Arrives in one complete package. (Sku 868021, \$649.00)



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

# WHAT'S IN SEASON

## Sluggo® Slug and Snail Bait

An Earth-Friendly Organic Compound That Really Works!

The winter rainy months are here. Guard against slugs and snails before they become garden pests. Sluggo is a truly organic compound used to control slugs and snails. It was developed in Europe and offers an effective alternative to traditional snail and slug baits that are based on metaldehyde. The active ingredient in Sluggo is iron phosphate, which is actually a plant nutrient.

Sluggo can be used around pets and wildlife without adverse effects. It remains effective after rainfall or irrigation and can be used in vegetable gardens throughout the growing season up to the day of harvest. Any Sluggo that is not consumed by the slugs and snails will biodegrade in the soil, back to fertilizer (iron and phosphate).

Sluggo is attractive to slugs and snails, luring them from their hiding places and plants. Ingestion, even in small amounts, will cause them to cease feeding. This physiological effect of the bait gives immediate protection to the plants, even though the slugs and snails may remain in the area. After eating the bait, the slugs and snails cease feeding, become less mobile, and begin to

Can be used in vegetable gardens throughout the growing season up to the day of harvest.

die within three to six days. Dead slugs and snails may not be visible as they often crawl away to secluded places to die. Plant protection will be observed in the decrease in plant damage.

This product is effective against a wide variety of slugs and snails and will give protection to home lawns, gardens, greenhouses, outdoor ornamentals, vegetable gardens, fruits, berries, citrus, crop and seed plants. The bait can be scattered on the lawn or on the soil around any vegetable or seed crops, flowers, or fruit trees to be protected. Since snails and slugs feed mostly at night, evening is the best time to apply. Apply bait evenly at about one teaspoon to a square yard—so even though Sluggo is more expensive than metaldehyde, you only need a small amount.

Reapply as bait is consumed. Scatter the bait around or near the desired plants. In potted plants, apply 1/2 teaspoon per 9-inch pot. (1 pound: Sku 7117120, \$10.49; 2.5 pound: Sku 7096258, \$19.99; 5 pound: Sku 7117146, \$37.99)



## Humidifiers for Comfort and Health

During the rainy season, low humidity may not seem like a concern, but as we know with our unpredictable weather, the Bay Area can experience dry spells, even in the winter. While December's "storm-ageddon" brought us above-average rainfall, below-average rainfall can be an issue in subsequent months.

The recommended indoor humidity level for both comfort and health is 30%–50%. A lack of moisture in the air can make the mucous membranes in your nose and throat dry. And since your mucous membranes are your first line of defense against germs, low humidity can also make you more susceptible to colds and flus, which are generally more prevalent in winter months. Low humidity can also exasperate symptoms of asthma and allergy sufferers, cause sinus infections, and lead to dry, itchy skin.

An equal opportunity annoyance, low humidity can also cause problems in your home. Hardwood floors and wood furniture can develop cracks; static electricity, a direct result of dry air, can damage computers and appliances; houseplants can suffer; and wallpaper can peel.

By measuring and maintaining a comfortable level of humidity in your home, you can avoid these problems. We offer two humidity monitors: Humidiguide and Thermometer (Sku 63569, \$9.49) and Digital



Humidity and Temperature Monitor (Sku 4046041, \$31.99).



A humidifier is an appliance that increases humidity in a room. It does this with either warm or cool air. Whether you choose a warm-mist or a cool-mist humidifier is usually based on personal preference, but there are some fundamental differences in the way each type works. Generally, warm-mist humidifiers make less noise, but they are only suitable for single rooms. Cool-mist humidifiers can cover a larger area, but they tend to make more noise because they have moving parts.

### Warm-Mist Humidifiers

All warm-mist humidifiers use a heating element to heat the water. This means that they use more electricity than their cool-mist counterparts. However, the cost is generally no more than boiling a kettle of water. Air can feel muggy if warm-mist humidifiers are overused. Warm-mist humidifiers fall into two categories: steam/vapor and warm mist.

**Steam or Vaporizer Models:** Quite simply, these humidifiers boil water that is then sent out as steam. The advantage of this method is that the boiling process kills mold and bacteria. The disadvantage is a risk of burns, which makes these units unsuitable for use around children. This is the simplest type of humidifier and therefore usually the least expensive.

**Warm-Mist Models:** Similar to steam, these humidifiers heat water to make it evaporate, but most units will then cool the air slightly before it is released. This helps reduce the risk of burns.

### Cool-Mist Humidifiers

Unlike warm-mist units, these humidifiers do not heat the water, so they pose no risk of burns and are therefore safe around children. They also use less electricity, humidify a larger area, and do not make

*continued on page 10...*

## Benjamin Moore® Floor and Patio Paint

Benjamin Moore floor paint is designed to meet all floor coating needs, including interior and exterior floors, decks, stairs, concrete, and masonry surfaces. All COLE HARDWARE locations now carry latex floor and patio enamel, which features a low-sheen finish that is durable and resistant to soaps, detergents, grease, and oil. Like all Benjamin Moore products, this paint is easy to apply and exhibits a smooth, uniform appearance. One coat covers most previously painted surfaces that are in fair to good condition. Quick

drying, floor and patio paint is available in both quarts and gallons. (Quarts: Skus 197003, 7, 9, 12, \$22.99; Gallons: Skus 197002, 6, 8, 11, \$51.99)



Shop 24/7 at  
ColeHardware.com



Follow COLE HARDWARE!



# ENVIRONMENTAL INFO



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

## Clean Green!

In the past few years, one of the largest growth categories in consumer products has been earth-friendly cleaning solutions. Savvy consumers realize that it is not necessary to use caustic cleaning products to have a clean home. The choice of products and brands has grown exponentially in recent years to the point where environmentally friendly cleaning products now eclipse traditional products at our stores, and our expansive product offering in the earth-friendly cleaning category illustrates this trend.



### Terms to Know

When shopping for or using cleaning products in your living space, keep these terms in mind:

- **Green:** “Green” is a marketing term used by manufacturers, not a scientific term. Responsible manufacturers test their products extensively and comprehensively. When in doubt, your best bet is to choose a trusted brand such as Seventh Generation® or Ecover®. You can also look for the Earth Friendly logo on products on our shelves.



- **Natural:** Consumers should be leery of a “natural” claim on any product. Cyanide is natural, but you probably wouldn’t want to use it in your home. This term is not regulated, except by the USDA for meat and poultry.

- **Organic:** “Organic” refers to any product that was grown or created without the use of chemical pesticides, fertilizer, hormones, antibiotics, or artificially derived chemical additives. Organic plant products do not allow for genetic engineering or the use of radiation.

- **Disinfectant:** The use of the term “disinfectant” is regulated by the EPA, and any products with this label must have undergone extensive testing of its germicidal properties.

### Proper Disposal

It makes the most environmental and economical

sense to use a product as it was intended. Products designed to be used with water are designed to go down the drain. Leftover hazardous products such as oven cleaners and caustic drain openers should be disposed of properly. Check with your waste disposal company for disposal sites.

### Product Ingredients

Look for, and look out for, these common household cleaner ingredients when considering your purchase of a particular cleaning solution.

#### Look out for:

- **Sodium laureth sulfate:** Common in dish soaps, laundry detergents, and many personal-care products, this synthetic compound may contain 1,4-dioxane, a known carcinogen.

- **Boric acid:** Canada and Japan have banned this for use in cosmetics, but it can be found in many U.S. liquid laundry detergents. Scientific studies have shown that long-term exposure may disrupt the endocrine and reproductive systems.

#### Look for:

- **Glycerin:** A natural alcohol derived from sugar and also known as glycerol, glycerin naturally removes clothing stains and functions as a humectant for skin.

- **Thymol:** A natural crystalline compound made from thyme oil, the antifungal and antiseptic properties make this a great earth-friendly germ killer.

- **Calcium chloride:** Often added to fabric softeners, this type of salt is derived from limestone and acts a safe, natural drying agent.

*\*Due to city and state regulations, our stores are unable to accept these products as part of our recycling program, and it is illegal to abandon them at a business doorstep.*



## Recycle at COLE HARDWARE!

Bring to any of our five stores:

### BRITA PRODUCTS:

Includes filters, pitchers, bottles, and dispensers.



### SMALL CONSUMER ELECTRONICS:

Items up to the size of a desktop computer.



### CELL PHONES:

Personal cell phones—batteries and chargers not required.

### BATTERIES:

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



### OLD PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The paint containers you bring to us should have paint in them!
- No handwritten labels can be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don’t leak.
- Please limit your drop-offs to no more than five 1-gallon-size containers (or 20 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.



### SCRAP METAL:

Copper and brass.

### SPENT FLUORESCENT BULBS:

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



### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC:

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



For Bay Area recycling resources, visit [www.colehardware.com/recycle.htm](http://www.colehardware.com/recycle.htm)

## Our Water, Our World



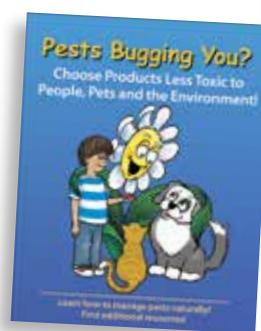
The purpose of the Our Water, Our World (OWOW) program is to raise awareness of the connection between pesticide use and water quality and to provide information to consumers at the point-of-purchase about integrated pest management (IPM) and less-toxic alternatives that do not cause water-quality problems.

The OWOW program provides 30 fact sheets (in both English and Spanish) that offer less-toxic pest management tips for specific pests. OWOW places these fact sheets in retail nursery and hardware stores that sell pesticides to the public, and you can pick these up at all COLE HARDWARE locations. Shelf-talkers (shelf tags) are also placed below selected products on store shelves to make it easier for you to identify safer alternatives to conventional pesticides. In addition, OWOW holds community



outreach/educational events in the stores to promote the availability of less-toxic methods and products. The program also trains store personnel in the principles of IPM and successful application strategies for less-toxic products.

COLE HARDWARE’s IPM advocate, Suzanne Bonempo, will be on hand during our Grand Opening Sale on Saturday, February 21, at our Rockridge location to answer any questions you might have on earth-friendly gardening practices.



**Stop By to Get Info on Less-Toxic Pest Control**

**February 21  
Rockridge Store**

Visit [colehardware.com](http://colehardware.com) for times.

## Hardwood Floor Care

Hardwood floors add character and charm to a home and are a selling point in both home sales and rentals. To protect the beauty of hardwood flooring in your home, proper maintenance is essential. Good maintenance practices will preserve the shine of the floor's finish as well as help the topcoat protect the wood beneath. By observing some simple suggestions, you will be able to continue to enjoy the warmth and beauty that hardwood floors add to your home for years to come.



**Know what type of coating is on your floor so you can give it proper care:**

- Sealed hardwood floors are coated with a protective finish, such as polyurethane, or are impregnated with acrylic.
- Oiled hardwood floors are treated with linseed, tung, Danish, or other vegetable oil.
- Waxed hardwood floors are coated with butcher, paste, or liquid wax.

### Basic Care

- Keep grit off the floor—fine particles of grit and dirt act like sandpaper and abrade the floor finish. Vacuum at least once a week. Dust mop or sweep in between weekly cleanings.
- Match the appropriate cleaner to the type of finish on your floor, and do not overclean your floors. Overcleaning will abrade the finish, causing it to wear faster.
- Immediately wipe up spills and tracked-on dirt with a lightly dampened cloth, and wipe dry with a soft cloth.
- Use protective mats and area rugs. Mats at all exterior doors help prevent dirt and grit from entering your home. Use area rugs or runners in high-traffic areas (such as in the kitchen, in front of the sink and stove). Mats and rugs trap a lot of dirt, so shake them out often and clean them regularly.
- Movement of chairs and tables can cause excessive wear on your floor finish. Felt protectors minimize this wear. (Sku 5106257, \$8.49) Install felt or fabric-covered floor glides on all furniture at floor contact points, and clean/replace them periodically. Replace narrow furniture glides with wider substitutes. When moving furniture that does not yet have furniture glides, either pick it up off the floor or slip a cloth or heavy sock under each leg to avoid damaging the floor.
- Avoid walking on floors with high heels or with any sharp objects protruding from shoes (such as small rocks caught in shoe treads).
- To avoid cracking or buckling, keep the relative humidity in your home between 45% and 55%.



Excessive humidity can cause wood fibers to swell, creating cracks in the finish. Excessively dry conditions can cause cracks between the floorboards. Depending on which problem you encounter, install a humidifier or dehumidifier.

### Cleaning Don'ts

#### All types of finishes:

- Do not use any product on your hardwood floor until you have read the label! If it is not formulated for hardwood floors, don't use it.
- Do not use "self-polishing" waxes or vinyl or tile floor-care products on your hardwood floors. After application, the water evaporates and leaves a glossy coat that will discolor over time, require repeat applications, and is not compatible when future recoating of your floor is required.
- Never pour water or allow water to puddle on your hardwood floor. Water and wood are not a good combination. Water is particularly incompatible with wax finishes (see below).
- Overuse of soaps and detergents in water can damage your floor and possibly the finish, making refinishing problematic.

#### Sealed (polyurethane) hardwood floors:

- When necessary, use clear vinegar and hot water to clean sealed floors. Completely wring out your applicator. Use of Murphy's Oil Soap is not recommended—it can interfere with adhesion of recoats of polyurethane in the future.
- Do not wax sealed wood floors. Wax can interfere with future recoating of the floors and often results in a slippery surface.

#### Waxed hardwood floors:

- Do not overwax a waxed floor.
- Decide between buffable and nonbuffable wax and stay with the same type and brand of wax (incompatibility between waxes may cause a dull or streaky finish). Buffable wax works well on medium- to high-traffic floors—buff regularly between waxings to restore luster (when using a buffing machine, use fiber bristle attachments only). Nonbuffable wax (contains acrylics) works well on low-traffic floors or floors protected by rugs.
- Never clean a waxed floor with soap and water or any other cleaning product that includes or requires the addition of water. Carefully read the label of any cleaning product—make sure it is compatible with the type of wax you use on your floors.
- Never wax over dirt.
- Do not apply urethane over an existing wax finish.

## Miele Vacuums

...continued from page 1

### Alize S8590

With a 20-year average life span, the Alize is perfect for allergy and asthma sufferers. (Sku 123501, \$649.00) Available at Rockridge store only.

### Titan S2180

Features a standard HEPA filter and two floor tools. (Sku 123005, \$599.99)

### Onyx S6270

The turbo brush is designed to clean low-pile carpeting and area rugs. (Sku 123004, \$499.99)

### Jasper S6290

Lightweight and quiet yet powerful—ideal for bare floors and area rugs. (Sku 123500, \$439.00) Available at Rockridge store only.

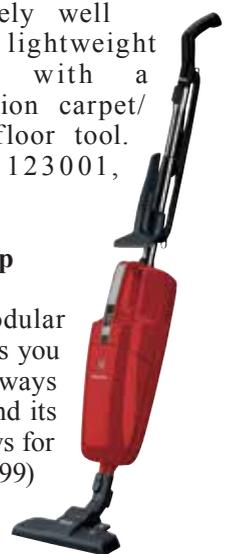


### Olympus S2120

Extremely well priced, lightweight vacuum with a combination carpet/smooth floor tool. (Sku 123001, \$329.99)

### Quickstep Upright

The modular design lets you configure it several different ways with a simple press of a clip, and its compact, lightweight body allows for easy storage. (Sku 123305, \$249.99)



## Accessories

These specialty accessories provide even more cleaning action.

### Universal Brush

Made from a blend of natural bristles and polyamide, the Universal Brush is ideal for dusting bookshelves, large vertical surfaces, textile wall coverings, ceiling fans, and the like. Two swivel joints provide 360° rotation. (Sku 155003, \$39.99)



### Extended Flexible Crevice Tool

Offering 22 inches of flexible length, the Extended Flexible Crevice Tool is ideal for cleaning hard-to-reach nooks and crannies. (Sku 155002, \$29.99)

### Extra-Wide Upholstery Tool

Equipped with four thread catchers and a flexible suction opening, which adapts to various pile lengths, the Extra-Wide Upholstery Tool offers fast and thorough cleaning of upholstery and mattresses. (Sku 155000, \$29.99)



# COMMUNITY NEWS

## Spare Change Collection Nears \$25,000!

Budget cuts are a reality of operating for many nonprofit organizations, which are a big part of the fabric of the Bay Area and deeply involved in improving our communities. Even a few hundred dollars in extra donations can be a tremendous help in supporting valuable local programs. In August 2011, we decided to put spare change collection jars at each of our registers as another way to help our nonprofit Community Partners, in addition to our assistance program. Pennies, nickels, dollars—anything our generous shoppers were willing to donate—came steadily pouring in.



We're excited to announce that our December collection netted \$463.65 for Women Organized to Make Abuse Nonexistent, Inc. (W.O.M.A.N., Inc.) and their displaced pet program. Our grand total now stands at a whopping \$24,838.21! All of this thanks to you!



In January, our San Francisco collection was earmarked for The Family Link, a nonprofit guesthouse that hosts families of loved ones suffering life-threatening illnesses or injuries, and our January Rockridge collection will go to Friends of Rockridge Greenbelt (FROG) Park, raising money for children's play structures at the park. We'll report those numbers next month, and hopefully we will have topped the \$25,000 milestone!

THE FAMILY LINK



Project Open Hand  
meals with love

Our February spare change collection will benefit Project Open Hand, a nonprofit

organization that provides meals with love to seniors and the critically ill. Every day, they prepare 2,500 nutritious meals and provide 200 bags of healthy groceries to help sustain their clients as they battle serious illnesses, isolation, or the health challenges of old age.



Gia, from Dress for Success, receives a check from a recent spare change collection.

Up until January, our spare change collections have benefitted nonprofits that serve San Francisco, where our original stores are based. Now that we've expanded across the Bay, some months our San Francisco stores and Rockridge store will each collect for a nonprofit based in their respective cities. Other months, we will choose a Community Partner nonprofit that operates in both San Francisco and Oakland, such as Project Open Hand.

It's easy to donate! Just drop your change in the collection jars at all of our cash registers—or bring in that jar of coins that is collecting dust on your dresser!



## Community Partners: Claim Your Dividends Today!

...continued from page 1

the benefits available to members, visit [www.colehardware.com/comm.htm](http://www.colehardware.com/comm.htm) or e-mail [service@colehardware.com](mailto:service@colehardware.com). We're happy to make a presentation at PTA or nonprofit meetings to share the program with your members, and we're happy to work with you to make the program as beneficial to your group as possible.

One of the biggest benefits from our program is our 10% dividend. When your community members shop at our stores, we earmark 10% of each transaction for your school or group. Shoppers just need to mention at checkout that they would like their purchase to go toward your group. At the end of the year, we give that dividend to you in the form of a COLE HARDWARE gift card. To see if your group has earned a dividend from 2014, e-mail [hotline@colehardware.com](mailto:hotline@colehardware.com).

## Humidifiers for Comfort and Health

...continued from page 7

the air feel muggy. Cool-mist humidifiers fall into three categories: evaporation wick, impeller, and ultrasonic.

**Evaporation Wick Models:** A wick or filter absorbs water, which is then evaporated by a fan. This is a more natural form of evaporation. As the humidity of the air increases, the evaporation rate will decrease, making these units self-regulating. The persistent noise of a fan blowing may be annoying for some, while others use this white noise for better sleep.

**Impeller Models:** These models use a spinning disk in the water that generates mist. This process is usually a lot quieter than a fan.

**Ultrasonic Models:** A more modern design, sound waves vibrate the water and create a mist. These humidifiers are very efficient and almost silent to the human ear.

We stock the following humidifiers:

### Cool Moisture Humidifier

For small to medium rooms, this evaporation wick humidifier has a 2-gallon-per-day output and features low or high output settings. (Sku 4237293, \$29.99)



### Vick's® Warm Mist Vaporizer

The perfect remedy for nighttime relief of the common cold, this vaporizer comes with a medicine cup and large night light for safety. The bacteria-free steam provides fresh air to cold sufferers and a 1.5-gallon capacity. (Sku 4237319, \$19.99)



We can also special order a variety of humidifiers and have them in for you in a matter of days. Come in to any location, and our friendly crew will help you choose the humidifier that is best for you.

## COLE HARDWARE Reusable Bag

49¢

or 25¢ with a \$10 purchase

(while supplies last)



## Recycle Brita at COLE HARDWARE!

ACCEPTED WASTE



## Follow COLE HARDWARE!



# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

**Accounting/Bookkeeping:** We are an accounting firm specializing in accounting systems for small and medium sized businesses with a focus on QuickBooks and online solutions. Services include setup, training, troubleshooting, cleanup, and ongoing bookkeeping for businesses that want to outsource the accounting. Deborah Lardie is a CPA and Certified QuickBooks Consultant. **415/864-0770, [www.lardiecompany.com](http://www.lardiecompany.com), [deborah@lardiecompany.com](mailto:deborah@lardiecompany.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](mailto:reservations@bbsf.com)**, website: **[www.bbsf.com](http://www.bbsf.com)**. Bed & Breakfast San Francisco—since 1977.

**Driver:** Retired gentleman can drive you (in my car) to medical appointments, grocery shopping or on other local errands. I am dependable, very punctual, friendly with a good sense of humor plus a fantastic reference list! I do what taxi drivers don't: wait for you in doctor's waiting room, help you shop (if needed), carry groceries/packages etc. All this for only \$25 an hour (2-hr. minimum). Please call Bill **415/826-3613** or e-mail **[bill311@att.net](mailto:bill311@att.net)**. Thanks for reading my ad!

**Framing:** Custom frames and mats. Personalized design consultation. Have your art framed by a local trusted artist. 30+ years in the design business and competitive pricing. Kingmond Young, 416 Cortland Avenue, **415/206-1680**.

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

**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**.

**Real Estate:** \$2,100 REBATE WHEN BUYING OR SELLING YOUR HOME, CONDO, OR INCOME PROPERTY. Representing all neighborhoods of San Francisco and the Peninsula since 1990. I provide a complete service package for both buyers and sellers through Century 21. Why not compare your Realtor services with mine? Call Mike at **415/742-1199** or e-mail **[Mike.Torres@Century21.com](mailto:Mike.Torres@Century21.com)**. License #01071794. Rebate given at close of escrow.

**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](http://www.StegerTax.com)**.

**Wallpaper Installation:** Over 30 years experience with all types of wall coverings: anaglypta, inlaid wood veneer, glass beads, metallic, natural fiber, hand-printed, murals, and nonwovens. The latest techniques in full-service, quality preparation, removal, repairs, and installation. For projects large or small, contact Susan through COLE HARDWARE'S Repair Referral Service at **415/753-2653 ext. 3** or **[homerepair@colehardware.com](mailto:homerepair@colehardware.com)**.

## Getting Married?



**COLE HARDWARE**  
Offers a Gift Registry!

For information,  
e-mail to **[gift@colehardware.com](mailto:gift@colehardware.com)**.

### Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit **[www.colehardware.com/eline.htm](http://www.colehardware.com/eline.htm)**.

## COLE HARDWARE Rewards

### 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 and Rockridge neighborhood 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.

### How points are earned:

- Rewards points are calculated daily and shown on your receipt.
- For every dollar spent, one point is earned.
- Points are converted to dollar value on your Rewards card on the last day of each calendar quarter.
- Points are converted in \$5 increments for every 100 points earned. Points balance is then reduced, and leftover points remain in place with no expiration.
- Rewards dollars are valid for three months once converted from points.
- For us to accurately track all of your purchases, you must identify yourself as a Rewards member each time you shop.



Terms and Conditions: 1. Rewards dollars are cleared after three months if they are not used. 2. Points never expire. 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](http://www.colehardware.com/rewards)** or e-mail **[service@colehardware.com](mailto:service@colehardware.com)**.

**COLE HARDWARE**  
proud member of:

**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](mailto:julia@colehardware.com)**.

# Benjamin Moore® Paint Available at COLE HARDWARE!



Colors that let you create a room that reflects your sense of style, passion, and flair

Choose from over 3,300 Benjamin Moore colors.



## The COLE HARDWARE Calendar - February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Super Bowl	2 Groundhog Day	3	4	5 Flash Friday DEALS To sign up, send an e-mail to <a href="mailto:hotline@colehardware.com">hotline@colehardware.com</a> with "flash" in the subject line.	6 Flash Friday DEALS	7
8	9	Hardware HOT DEALS February 1-15 see insert		13 Flash Friday DEALS	14 Valentine's Day	Rockridge Mixer see page 4 for details
15	16 Presidents' Day	17 Mardi Gras	COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details		20 Flash Friday DEALS	21 GRAND OPENING SALE! 20% off STOREWIDE see page 2 for details
Grand Opening festivities continue February 22-March 1 at all locations with special doorbuster deals and offers. Visit <a href="http://colehardware.com">colehardware.com</a> and check your e-mail for deals and more information.						
COMMUNITY SAVINGS DAYS				26 CHINESE NEW YEAR!	27 Flash Friday DEALS	28
Student Monday Teacher Tuesday Senior Wednesday Military Thursday						



Our founder, Dave Karp  
Purveyor of Hardware Wisdom

The COLE HARDWARE credo...

**Commitment to savings:**

Rewards program members receive a 5% quarterly dividend on purchases.

**Commitment to the community:**

We donate 10% of what you spend to local charities (you get to designate one of our Community Partner beneficiaries).

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

**Commitment to the environment:** We're reducing our footprint by implementing environmentally sound practices in our stores.

### Five locations serving you every single day of the year!

<p><b>2254 Polk Street</b> San Francisco, CA 94109-1820 (at Green Street on Russian Hill) 415/674-8913 Fax: 674-8917 Every day 8:00 am-8:00 pm</p>	<p><b>3312 Mission Street</b> San Francisco, CA 94110-5009 (at 29th Street—near Safeway) 415/647-8700 Fax: 647-6554 Every day 8:00 am-8:00 pm</p>	<p><b>956 Cole Street</b> San Francisco, CA 94117-4316 (at Parnassus—near U.C. Medical Center) 415/753-2653 Fax: 753-0957 Every day 8:00 am-8:00 pm</p>	<p><b>70 4th Street</b> San Francisco, CA 94103-3124 (downtown between Market and Mission) 415/777-4400 Fax: 777-4453 Every day 8:00 am-8:00 pm</p>	<p><b>5533 College Avenue</b> Rockridge District, Oakland, CA 94618 (1/2 block south of Rockridge BART station) 510/463-2653 Fax: 510/852-8216 Weekdays 7:00 am-8:00 pm Weekends 8:00 am-8:00 pm</p>
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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](mailto:hotline@colehardware.com).



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