

PFEIL HARDWARE

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PFEIL HARDWARE OPENING IN TROY

Troy, NY, July 7, 2009 – Jeffrey and Deane Pfeil have announced that they will be opening **PFEIL HARDWARE** at 63 Third Street in the former Stanley’s Department Store retail space late this summer. Described as an “urban hardware store”, **PFEIL HARDWARE** will encompass approximately 8,700 sf of space on the first floor and the mezzanine. A member of the **Do It Best** buying cooperative, the store will carry a wide range of hardware; house wares appropriate for college students, apartment dwellers and downtown residents; tools; an extensive line of fasteners; electrical and plumbing supplies; commercial maintenance supplies; gifts and an extensive paint department featuring **Benjamin Moore Paints**, including Aura, Natura and Ben, their new eco-friendly Green Promise products, as well as **Do It Best** paints.

“We want this store to provide in a friendly, helpful environment, as many of the necessities of urban living as we could think of, from restoration products and contractors’ supplies to cleaning implements, small appliances and storage solutions,” says Deane Pfeil. “We’ve visited a number of urban hardware stores in college towns as well as big cities and taken good notes on the kinds of products people are looking for. And, if we don’t have something, we’ll special order it.”

To manage the store, they have hired Steven Lesnewski, a seasoned hardware store manager with 25 years’ experience. He will be assembling the sales team over the next several months and introducing the store to the Troy community. Presently a Pittsfield resident, he will be moving to Troy.

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PFEIL HARDWARE will occupy the last remaining space to be redeveloped in **The Conservatory** building. The Pfeils have created and leased 19 luxury apartments on the upper four floors and a parking garage in the basement for the residents. The ground floor retail space is now being prepared for the store, including new entrance doors, decorative exterior lighting, complete electrical and mechanical systems, and interior finishes.

Based in Fort Wayne, Ind., **Do it Best Corp.** is the only full-service, U.S.-based, member-owned hardware, lumber and building materials buying cooperative in the home improvement industry. With annual sales of \$2.65 billion, Do it Best Corp. is the second largest co-op in the industry, serving 4,100 member-owned stores in the United States and in 47 countries.

According to company literature, “**Benjamin Moore & Co.**, a Berkshire Hathaway company, was founded in 1883 and this past year celebrated its 125th Anniversary. One of the country’s leading manufacturers of premium quality residential, commercial and industrial maintenance coatings, its products are distributed through a network of independent paint and decorating retailers located throughout North America.”

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