

BENCHMARK

SALES INCORPORATED

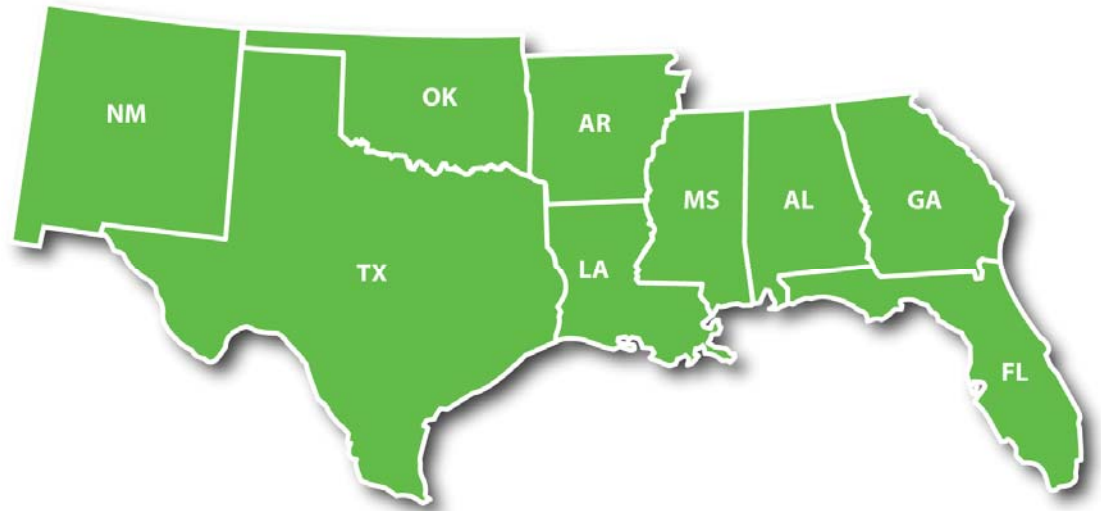


Home Improvement Products with Style & Substance

ABOUT BENCHMARK

Chartered in 1992, Benchmark Sales, Inc. is a manufacturers' representative sales agency in the hardware industry covering nine southern states.

Our corporate goal is to serve our manufacturers, distributors and dealers with unquestioned integrity and customer care.



SERVICES

Sales

- ▲ Regular territorial sales visits to distributors and dealers
- ▲ Target account development
- ▲ Lead follow up

Marketing

- ▲ Creation of ads, flyers, market signage and new product announcements for our factories at no charge
- ▲ Year round distribution of flyers to promote factory specials and product displays
- ▲ Trade show/market support for all factories represented including required paperwork for pallet buys, coupons and other market specials as well as booth set up and teardown

Training

- ▲ Distributor and dealer sales and product training



OUR TEAM

Mark Staerkel:

Owner of Benchmark Sales, Inc., Mark has been a manufacturer's representative more than 30 years in the hardware industry and oversees the direction of the company in addition to developing and visiting accounts.

Jalon Wall:

Jalon is located in Texarkana Texas, and has developed a solid reputation with his accounts. Jalon has been with Benchmark 13 years, and has over 30 years selling experience in various fields.

OUR TEAM CONT'D.

Ed Breedlove, Jr.:

Living in Southern Louisiana, Ed has been in the hardware industry more than 30 years, and is past president of the Louisiana Building Material Dealers Association, serving as a board member for 26 years.

Tommy Guerrero:

Tommy joined Benchmark after working for Handy Hardware five years as a sales and merchandising supervisor covering seven states and assisting twelve regional managers in marketing. Before Handy, Tommy worked as a merchandising representative covering ten Home Depot stores.

Bear Murphy:

Serving as inside sales representative, office manager and marketing manager, Bear has an extensive account management, advertising and marketing background in a variety of consumer product industries as well as many years of graphic design experience.

OFFICE LOCATIONS

HOUSTON CORPORATE

Mark Staerkel

mark@benchmarktx.com

Bear Murphy

bear@benchmarktx.com

1850 Old Holzwarth Rd, Suite A
Spring TX 77388

(PO Box 3345 Spring TX 77383)

281.355.1958

Fax: 281.350.3691

SOUTHERN TX

Tommy Guerrero

tguerrero79@sbcglobal.net

506 Sacramento

San Antonio TX 78212

210.279.7354

Fax: 281.350.3691

NE AREA OF MAP

Jalon Wall

jwall145@valornet.com

21 Shadow Drive

Texarkana TX 75501

903.278.0460

Fax: 903.223.6947

SE AREA OF MAP

Ed Breedlove, Jr.

edbreedlove@gmail.com

4502 Hwy 3278

Natchitoches LA 71457

318.471.9690

Fax: 318.354.9133

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MANUFACTURERS



Amerock Manufacturing
Elegant, stylish kitchen and bath hardware



Pentair Water
Pumps and water filter solutions



Bemis/Mayfair Manufacturing
Imaginative, innovative toilet seats



Mansfield Plumbing Products
High-quality, reasonably priced toilets,
lavatories and bathtubs

NIFTY® Products

Wrapping and Palletizing Film / Hand Tear Tape
Packaged and merchandised for consumer use

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MANUFACTURERS



Gosport Manufacturing Co., Inc.
American made canvas and poly tarps



HY-KO Products
Signs, letters, numbers, key machines,
keys and accessories



Industrial, outdoor, security and Specialty Lighting



Lambro Industries, Inc.
Duct and venting accessories for clothes dryers,
bathroom and utility fans, kitchen ranges & HVAC



MJSI, Inc.
Toilet bowl fill valves, flappers and repair kits

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MANUFACTURERS



Moen Incorporated
Quality kitchen, tub, lavatory
and outdoor hot/cold sill faucets



Perfect Shutters, Inc.
Custom-built decorative plastic shutters in 23 colors



SureHold Adhesive Products
Top-of-the line adhesive products
for all types of surfaces



Sarge Knives and Lights
Top quality stainless steel pocket knives with a
powerful merchandising program



Westinghouse Lighting Company
Decorative ceiling fans, lighting fixtures,
and a complete array of bulbs

KEY ACCOUNT LIST

The following list of key accounts represents some of the long-standing relationships that have been established by our sales team. Not included are numerous other accounts in the farm, sporting goods, hardware and industrial markets throughout the south.

Dealers

Guadalupe Lumber
Jed's Home Center
Ken's Discount Building Material
M. G. Building Materials
Price Hardware
Tlapaleria Y Ferreteria Universal – Mexico

Distributors

Allied Building Stores
Buttery Hardware
Clark Hardware
Handy Hardware Wholesale
H.D.W. Inc.
Laredo Hardware

REFERENCES

Sara Hughes – Nifty Products
800.631.2172

Mike Haverley – Bemis Manufacturing
920.467.5573

John Newell –Handy Hardware
713.388.3623

Rick Villarreal – Guadalupe Lumber
210.223.4263