

Do it Best Signs 18 Store Chain in Mexico

FORT WAYNE, INDIANA - Do it Best Corp. signed a new 18-store affiliate, Central de Materiales REWO. The stores are all located through-out Chihuahua, Mexico's largest state.

Do it Best has members in more than 45 countries, and according to Christian Parra, international market development specialist, the co-op now services more than 50 stores in Mexico. Parra will assist Central de Materiales REWO in adopting not only the Do it Best store format at several of its 18 locations, but also many of Do it Best's programs as well.

"We are going to help them take the next step in the retail business, by implementing our programs, expanding their customer base and doing all we can to make them more profitable," says Parra.



Central de Materiales REWO is a family-owned and operated business that began in 1962. Leticia Renteria, daughter of the original owners, handles importing all the company's products from the United States into Mexico at their El Paso, Texas, warehouse. Her family is still active in all aspects of the company's operations.

Central de Materiales REWO's customer base consists of 50 percent do-it-yourselfers, 20 percent construction companies and 20 percent local manufacturers that export to the

U.S. The remaining 10 percent of sales come from smaller area hardware stores that buy from them.

Of the 18 locations, two are 50,000-square-foot distribution centers, and the remaining stores range in size from 5,000 square feet to 7,000 square feet. According to Renteria, her family chose Do it Best after attending one of the co-op's dealer markets. They were impressed by the company's flexibility and professionalism. "Every time I call, they answer my questions and are ready to help me. They are reliable, professional and I like that the president himself is a real hardware man," she says. Renteria hopes by adopting the systems and procedures of a larger, well-established company Central de Materiales will be able to continue to grow.