



A few cool Hardware Stores

FOR IMMEDIATE RELEASE

Media Contact:

Courtney Belew

Marketing Manager

A Few Cool Hardware Stores

(410) 327-0404 x18

Courtney@charmcityacehardware.com

FRAGER'S HARDWARE REOPENS AT NEW, PERMANENT LOCATION

Historic Capitol Hill hardware store relocates to its original storefront on Pennsylvania Ave SE

WASHINGTON, DC— Nearly six years after the fire that burned the business and storefront to the ground, Frager's Hardware finally reopened its doors on May 3 at the original location, located at 1115 Pennsylvania Ave SE.

Owners Gina Schaefer and Marc Friedman are excited Frager's can now call Pennsylvania Ave "home" after years of relocating both the hardware store and garden center from one temporary site to the next. The new store occupies more than 12,000 square feet of retail space divided between two floors and an outdoor patio area. "I always imagined what it would be like to be stewards of the Frager's brand and it's an honor to have the opportunity to reopen the store in its former home," says Schaefer. "Capitol Hill is a vibrant, supportive community that has loyally followed Frager's throughout their 100 years history. The store has gone through many changes over the past six, and we are so appreciative of the support from the community."

Frager's is the 11th location for A Few Cool Hardware Stores, a locally owned chain of Ace Hardware stores in the DC/Baltimore metro area opened by Schaefer and Friedman. On the ground level, customers can shop cleaning supplies, housewares, a newly expanded pet department, tools and our Benjamin Moore paint store. Accessible via stairs or elevator, the basement level stores the plumbing and hardware departments as well as the 'Helpful Hub' for store services. The newly rebranded rental company Hello Rentals is also located in the basement, where customers can shop a wide selection of event and tool supplies.

The new storefront opened earlier this month to coincide with the launch of *Foliage* by Frager's, a boutique plant store located at 1123 Pennsylvania Ave SE. Foliage offers 500 square feet of retail space loaded with indoor plants, home décor items, and gardening essentials. "We wanted to allocate ample space to gardening to fill a growing niche that meets the needs of our Capitol Hill community," Schaefer explains of the new store. "Our customers and staff are so passionate about gardening, so we created a space where we can continue to foster that passion 12 months of the year." Foliage's back entrance leads customers to Frager's 3,000 square foot



A few cool 
Hardware Stores

outdoor garden center, which seamlessly connects to a rear entrance of the hardware store allowing customers to move between all three locations as they shop. In the fall, Foliage converts into a one-stop holiday shop loaded with lights, holiday décor and seasonal live goods.

Customers are invited to shop at Frager's Hardware, the Garden Center and Foliage by Frager's Monday through Saturday from 7a-7p, and Sundays from 8a-6p. A grand re-opening celebration is slated for later this summer as part of the store's centennial anniversary festivities. For more details and to be added to our mailing list, please email us at info@acehardwaredc.com.

Frager's Hardware is part of a group of local Ace Hardware shops known as A Few Cool Hardware Stores, founded in 2003. The friendly staff provides goods and services to meet the needs of its valued customer and improve the quality of life for local residents. For more information, please call (410) 327-0404 x18 or visit us online at www.acehardwaredc.com.

#

About Ace Hardware

For 90 years, Ace Hardware has been known as the place with the helpful hardware folks in thousands of neighborhoods across America, providing customers with a more personal kind of helpful. In 2014, Ace ranked "Highest in Customer Satisfaction with Home Improvement Retail Stores, Eight Years in a Row," according to J.D. Power. With more than 4,850 hardware stores locally owned and operated across the globe, Ace is the largest hardware cooperative in the industry. Headquartered in Oak Brook, Ill., Ace and its subsidiaries currently operate 14 distribution centers in the U.S. and also have distribution capabilities in Shanghai, China; Panama City, Panama; and Dubai, United Arab Emirates. Its retailers' stores are located in all 50 states, the District of Columbia and approximately 60 countries. For more information on Ace, visit www.acehardware.com.