



CHIMA

Canadian Home Improvement Merchandising Awards

**Extended
Deadline
for Entries
Nov 25, 2009**

Call for Entries

In 1991, Hardware Merchandising magazine launched the Outstanding Retailer Awards, an awards program designed to recognize excellence in hardware/home improvement retailing. The ORAs have since grown to become the preeminent awards program in the industry, and the annual awards gala is now one of the most prestigious events on the Canadian home improvement calendar. In 2009, we took the concept of outstanding retailing one step further.

Building on the success of the ORAs, Hardware Merchandising, in conjunction with Burlington Merchandising and Fixtures, launched a new awards program earlier this year specific to our industry. The Canadian Home Improvement Merchandising Awards (CHIMAs) were created to honour excellence in the in-store merchandising of products specific to the hardware/home improvement marketplace. The inaugural CHIMA awards were presented last February at the LBMAO Annual Dinner in Toronto to winners in each of five categories: Department Presentation-Chain Stores; Hardware and Housewares Merchandising; Building Materials Merchandising; Department Presentation-Independent Dealer; and Seasonal Product Merchandising.

If you are aware of a hardware/home improvement retailer who has created a unique merchandising concept in their store, you can help us showcase that creativity and encourage retail innovation throughout the industry. Hardware Merchandising is now soliciting entries for the 2009 CHIMA awards, which will be presented at the Canadian Home Improvement Show on February 11, 2010 in Toronto. Any Canadian hardware/home improvement dealer is eligible to enter regardless of size or buying group affiliation, and individuals or buying groups can put in an entry on behalf of a dealer. A panel of independent retail merchandising experts will judge the entries based on the entry form criteria.

For more information, contact Mike Frame (Burlington Merchandising & Fixtures) or Dave Chestnut (Hardware Merchandising). Entries will be accepted until November 25, 2009.

Regards,

Mike Frame
Burlington Merchandising & Fixtures

 **BURLINGTON
MERCHANDISING & FIXTURES**

David Chestnut
Hardware Merchandising

Solutions for home improvement retailers
HARDWARE
MERCHANDISING