



# NUTS & BOLTS

January 2020

NEWS AND VIEWS FROM AROUND THE STORES

## Member Rewards Program Enhancements

Welcome to 2020! We're excited to announce that we're making some enhancements to our Rewards program starting January 1. With these updates, we think the program will provide more instant value to our loyal shoppers, and we hope you think so too.

### New features to look forward to in the new year:

- Rewards points will convert to Rewards dollars on a monthly instead of a quarterly basis.
- Reward points and Rewards dollars never expire!
- Cole Hardware Essentials: everyday low prices exclusively for members on our most popular and essential products.
- Monthly sale prices for members only.
- Exclusive Rewards members events, including Hardware Happy Hours, promotions, and sales.
- Special coupons for savings throughout the year.
- Cool and useful gifts!

## REWARDS

### And of course, these popular features continue:

- Membership is free.
- New members receive a 5% instant discount on their first purchase of discountable merchandise.
- New members receive a coupon for \$5 off their next purchase of \$25 or more.
- Lifetime warranty on most products purchased at Cole Hardware.
- Free delivery on purchases of \$100 or more in San Francisco, North Oakland, and the neighborhoods of southeast Berkeley.
- On your birthday, receive a discount equal to the percentage of half your age, up to a \$100 discount.

If you're not a Cole Hardware Rewards member, sign up today! Already a member? No action is required to enjoy these new benefits.



Kick off the new year at our first Rewards Member Hardware Happy Hour of 2020! January is a great month to work on those home improvement projects you're planning. Get organized with our wide assortment of totes and organizational supplies. Paint a room for a fresh outlook. Enjoy a glass of our Cutting Edge wine and save \$10 on a purchase of \$25 or more. We hope to see you!

## Game Day with the Big Green Egg

No matter which team you're rooting for, you'll be the MVP at your game day party.



The Ultimate Cooking Experience!™



**HAPPY HOUR COUPON**

# \$10 OFF

**ANY \$25+ PURCHASE DURING HAPPY HOUR**

Valid Wednesday, January 15, 2020, 4:00 pm–close. Offer applies to regular-price merchandise only. Does not apply to gift cards, postage stamps, Muni passes, Clipper cards, meter cards, Nest products, Stihl power tools, special orders, recycling fees, or sale merchandise. Not valid with other coupons or offers. One redemption per household. Rewards points do not accumulate.



FDEAL

Our commitment to you: Your satisfaction guaranteed. Period.

# 2020

## Colors of the Year

Every year we look forward to the color predictions from the experts at Benjamin Moore® and the Pantone Color Institute™. Colors carry messages and meanings and evoke deep reactions in us. Color allows us to express ourselves without words. Here are the expert predictions for the year ahead.

### Benjamin Moore: First Light 2102-70

First Light is a pale, subtle shade of pink that suggests a fresh palette or a revitalized spirit. A soft, rosy hue blooming with potential, First Light is the backdrop for a bright new decade.

### Pantone: Classic Blue

According to Pantone, “Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.” The color of integrity, loyalty, and serenity, blue is constant and dependable.



## Color Consultation

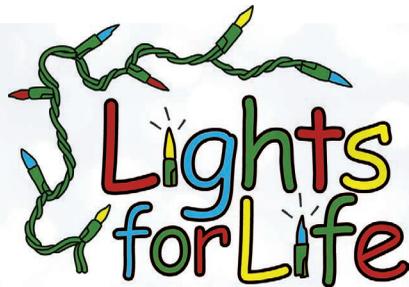
Rockridge • Sunday, January 19  
11:00 am–1:00 pm

Unsure if you should paint your foyer First Light? Your kitchen or bedroom Classic Blue? We can help! Cole Hardware has two color consultants in our Repair Referral Service to assist you in finding the perfect hue for your painting projects.



Certified Color Expert Samantha will help you bring color to your home in Oakland or elsewhere in the East Bay. Sign up for a 20-minute appointment with Samantha at [colehardware.eventbrite.com](http://colehardware.eventbrite.com). Bring in photos, fabric swatches, throw pillows, or anything else that will help you and Samantha come up with a color palette that will work perfectly for your home. Appointments are \$5, and you receive a \$5 gift card at your consultation.

In February our San Francisco stores will once again welcome Liza, an interior designer whose approach focuses on a stimulating exploration of feng shui, colors, forms, materials, and reconnection with nature. Catch her when she gets back from working and attending trade shows in London!



### Collection Through January 15

Lights for Life is dedicated to making the lives of children with cancer and their families a little easier. They sell your old and broken lights to recyclers for the copper they contain. The funds received from these sales are used to provide financial assistance to the families of children with cancer, along with sponsoring a kids camp. Cole Hardware will once again serve as a collection site. Just bring your spent light strands to any of our six locations through January 15.

## Mobile Locksmith Services

**24/7 Emergency Services  
in San Francisco**



Residential, Commercial,  
and Automotive

*Master Locksmith with  
over 30 years' experience*

Call Marc 24/7 at **(415) 760-5625**  
for speedy service in San Francisco.

*"Our commitment to you: Your satisfaction guaranteed. Period."*

# Coins for the Community



This year, through the generosity of the shoppers who contribute at our registers, Coins for the Community will pass the \$250,000 mark! In November we collected \$5,362.94 for our adopted family and the general fund at W.O.M.A.N. (Women Organized to Make Abuse Nonexistent), Inc. This brings our grand total since our program began in 2011 to a whopping \$247,592.14! Our December funds are earmarked for Groceries for Seniors and St. Paul's Food Pantry, and we'll report those numbers next month.



W.O.M.A.N., INC

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For the month of January, we will be raising funds for the restoration of the beloved pagoda in Golden Gate Park's Japanese Tea Garden.



Although located in San Francisco, the park belongs to all of the Bay Area. Originally built as a temporary indoor display for the Panama-Pacific International Exposition in 1915, the pagoda is urgently in need of paint, shingles, and structural work. Golden Gate Park will be celebrating its 150th anniversary this year on April 4, and organizers are hoping for the pagoda to enjoy a facelift in time for this milestone.

Funds collected will be administered through the San Francisco Parks Alliance.



It's easy to donate to Coins for the Community. Simply drop your spare change into our collection jars or choose the "Donate" option when you're checking out at any of our registers. Or bring in that old jar of pennies that's been collecting dust in your dresser!



*This month's collection will go toward the restoration of the pagoda in the Japanese Tea Garden, which is in dire need of repairs.*



# Recycle at COLE HARDWARE!

Our stores are a great resource for your recycling needs! Where else can you recycle leftover paint, batteries, CFLs and fluorescent tubes, cell phones, toothpaste tubes, Brita filters, and mercury thermometers?

**We care about the environment!**

## Program Updates

Please note these changes in 2020:

- You can now recycle your spent LED lighting with us.
- We can no longer accept coffee pods for recycling. Keurig has announced that by the end of 2020 all of their pods will be able to be recycled in blue bins.

Bring these recyclable items to any of our six stores:

### BRITA PRODUCTS

Filters, pitchers, bottles, and dispensers.



### CELL PHONES



### BATTERIES

Rechargeable (NiCad, NiMH) and household (alkaline, carbon).



### FLUORESCENT BULBS

CFLs, tubes up to 8 feet, and U- and D-shaped tubes. Drop-off limit is 10 bulbs.



### NEW! LED LIGHTING



### PAINT

Recycle extra paint in quart and gallon cans. Please see our website for details and restrictions.



### PROPANE TANKS

Small (14 oz. or 16.9 oz.), empty, nonrefillable propane cylinders only. Limit five per visit.

*(San Francisco stores only; cannot be recycled at our Rockridge location.)*



### TOOTHPASTE TUBES



### PRINTER CARTRIDGES

Must be in plastic bags to avoid leakage.



### MERCURY THERMOSTATS



## Keeping It Out of Landfill!

In 2018 we recycled 1,232 gallons of batteries, 6,923 gallons of paint, 5,172 fluorescent tubes, and 573 propane cylinders. Let's see if we can top those numbers in 2020!



**Our founder, Dave Karp**  
Purveyor of Hardware Wisdom

The Cole Hardware credo...

**Commitment to savings:** Rewards program members receive a 3% quarterly dividend on purchases.

**Commitment to the community:** We donate 10% of what you spend to local charities (you get to designate one of our Community Partners as beneficiary).

**Commitment to you:** Over 90 years of guaranteed customer satisfaction.

**Commitment to the environment:** We're reducing our footprint by implementing environmentally sound practices in our stores.

# The Cole Hardware Calendar - January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 <b>Lights for Life Collection</b> through January 15 see page 2 for details		 New Year's Eve	1  New Year's Day All Stores Open 9:00 am-5:30 pm	2	3	4
5	6	7 	8 	9	10	11 
<div style="border: 2px solid orange; padding: 5px;"> <p style="text-align: center;"><b>Professional Knife Sharpening</b></p> <p>Rockridge—Tuesdays, January 7 and 21 (drop off by 4 pm)                      Downtown—Wednesdays, January 8 and 22 (drop off by 8 pm on Tuesday)                      Russian Hill—Wednesdays, January 8 and 22 (drop off by 4 pm)                      North Beach—Saturdays, January 11 and 25 (drop off by 10 am)                      Cole Valley—Saturdays, January 11 and 25 (drop off by 3 pm)                      SoMa—Saturday, January 11 (drop off by noon)</p> </div>			15  <b>Hardware Happy Hour</b> 4:00 pm—close see page 1 for details	<div style="border: 1px solid brown; padding: 5px;"> <p style="text-align: center;"><b>Hardware HOT DEALS</b> January 1-31</p> </div>		
19  <b>Color Consultation</b> Rockridge see page 2 for details	20  Martin Luther King Jr. Day	21 	22 	23	24	25  Chinese New Year
26	27	28	<div style="border: 2px solid blue; padding: 10px;"> <p style="text-align: center;"><b>COMMUNITY SAVINGS DAYS</b></p> <p style="text-align: center;">Special Community Members <b>SAVE 20%</b></p> <p style="text-align: center;">see our website for more details</p> </div>			31
	Student Monday	Teacher Tuesday	Senior Wednesday	Military Thursday	First Responder Friday	

**Shop 24/7 at**  
[ColeHardware.com](http://ColeHardware.com)

**Follow Cole Hardware!**

**Proud to be a Green Business!**

GREEN BUSINESS PROGRAM  
SAN FRANCISCO GREEN BUSINESS

shop here and your money stays here

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For your convenience, we accept:

**Speedy Same-Day Delivery!**

Call (415) 200-2154

## SAN FRANCISCO

**RUSSIAN HILL**  
**2254 Polk Street**  
 (at Green Street)  
 8:00 am-8:00 pm  
 Text or call us at:  
 (415) 200-3370

**COLE VALLEY**  
**956 Cole Street**  
 (at Parnassus Avenue)  
 8:00 am-8:00 pm  
 Text or call us at:  
 (415) 319-6705

**DOWNTOWN**  
**70 Fourth Street**  
 (between Market and Mission)  
 Mon-Sat 8-8; Sun 9-6  
 Text or call us at:  
 (415) 200-3444

**SOMA**  
**345 Ninth Street**  
 (near Folsom Street)  
 8:00 am-7:00 pm  
 Text or call us at:  
 (415) 200-2154

**NORTH BEACH**  
**627 Vallejo Street**  
 (at Columbus Avenue)  
 8:00 am-8:00 pm  
 Text or call us at:  
 (415) 200-2215

## OAKLAND

**ROCKRIDGE**  
**5533 College Avenue**  
 (a few steps from Rockridge BART)  
 8:00 am-8:00 pm  
 Text or call us at:  
 (510) 230-0145