



## Provens Home Timber & Hardware

### Clifton Hill, VIC

With its origin dating back to the 1880s, the Provens business has been in Barry Rosenberg's family for more than two generations.

Provens Home Timber & Hardware became part of IHG following the acquisition of HTH in October 2017, and it is a great example of being the 'Best Store in Town'.

The heritage-overlay site underwent a full-scale redevelopment in 2015 following a relocation from the original century-old site up the road.

Investing heavily in new store standards to maximise every inch of the 1,560m<sup>2</sup> space – double the size of the original site – Barry has overseen a whole-of-business transformation to deliver a showcase trade business on one of the main thoroughfares in inner city Melbourne.

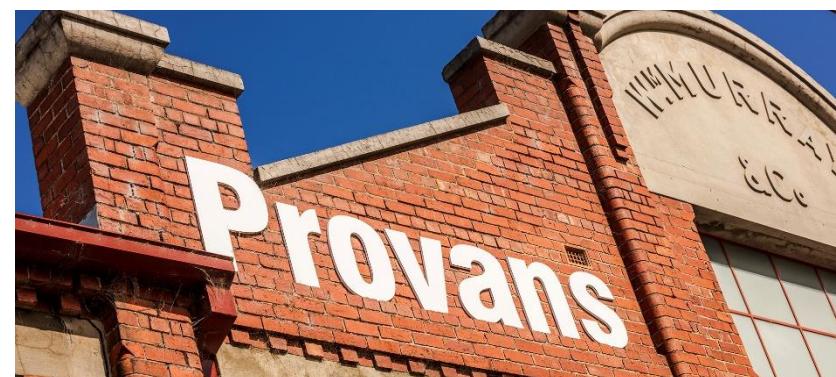
The business features a new flooring showroom and full undercover trade yard and storage, while the retail space includes the latest ILID electronic ticketing and trade-range planograms.

Provens has a reputation of being a leading supplier to the Trade in Melbourne for restoring heritage houses. Around 90% of the store's sales are to Trade customers, and the store is ideally set up to ensure its extensive timber offer remains under cover during collection and that tradies can move through the site quickly.

The high level of service, product offer and store standards saw Provens awarded 2016 Home Timber & Hardware National Store of the Year, and it is again in the running for the 2017 National Trade Award.

Celebrating over 50 years in hardware, Barry Rosenberg and his highly capable team have excelled in all areas of trade execution and are well and truly the Best Store In Town.

"We recognise the benefits of scale and are pleased to be part of the larger IHG network," said Barry.



**BEST STORE  
IN TOWN**