Always Raising the Bar

Habersham Ace Hardware, owned by Paul Reese, has been serving the Cornelia and Habersham community since 1946. Randy Barrett has been the hardware store’s paint manager since 1989. The second-biggest home center in Southeast Georgia, spanning 3-4 city blocks, the store has a mixture of walk-in business and contractor business—and at times gets very busy with orders up to 150-200 gallon mixes. It had been operating with manual technology that was 10-12 years old, maintenance was difficult and parts were hard to find. As retailers whose main mission is keeping customers happy, the company knew it was time to look for a new solution.

Powered by automation

“When we decided to move to automation, we turned to Fluid Management,” said Barrett. “Their Accutinter line is quicker than competitive products and the price is very attractive. Also, the smaller footprint it provides was important to us because, at the time, we were planning to move our paint department into a smaller area. The fact that the Accutinter was 16 to 18 inches smaller in length made a big difference.”

Automation offers a paint department big dispensing power for times when high performance is mandatory. With its accurate and quick dispensing system, proprietary DVX technology and advanced ColorPro software, Fluid Management’s Accutinters deliver the accuracy and reliability Habersham Ace Hardware needed and at an affordable price point.

Accuracy is important to all paint suppliers, but particularly to a home center that has such a large contractor business. The Accutinter line provides the ability to keep paint formulas stored, making it less likely for a mistint to occur.

“Speediness is also important when you are delivering on large orders,” said Barrett. “The automated system is 2-3 times faster than the system we were previously using, which makes it possible for us to get our customers in and out of the store in a much more timely manner. We can also manually enter formulas based on color matches, and compare. Being able to look up older formulas or previously used paint colors is a huge plus; it keeps our customers satisfied and coming back time and time again.”

Ease of use helps deliver premier paint line and happy customers

Barrett also discussed the Accutinters highly beneficial ease of use. When Habersham Ace Hardware hires new people, the user-friendly automated machine has proven to be significantly easier when it comes to training new employees.

“As in most markets today, the ability to hire younger people without a lot of experience and still satisfy the need for increased sales is a huge benefit,” noted Barrett. “The Accutinter is simple to learn, and almost maintenance free.”

“We are completely satisfied with this unit,” concluded Barrett. “We have in-house charges with over 9,000 accounts to date, which I think shows a lot for our ability to retain loyal customers. Making the move to automation has been a very good business decision for us.”