

Belmont Timber & Fagg's Mitre 10

April 2018

What does it mean for our customers?

More convenience & services than ever before:

- Same familiar and friendly staff
- One Trade Account
- Access buy on account across multiple locations
- Four store locations:
 - Belmont
 - South Geelong
 - Wallington
 - Torquay
- Bigger buying power means bigger range of products at better prices
- Staff specialists:
 - Tait Flooring
 - Flat-pack kitchens
 - Selection Centres (whole of house)
 - Larger network of account managers to help grow your business
- Community minded business
 - Give Where You Live
 - Grow Program
 - GPAC sponsor
 - Platinum Sponsors of Geelong Cats
 - Geelong Community Foundation
 - Geelong Art Gallery
 - Anam Cara House



What's Happening?

- Belmont Timber to merge with Fagg's Mitre 10
- Strongest timber trade business in Geelong
- A combined trading history of over 200 years

Iconic Geelong Businesses Join Forces

Two of Geelong's most iconic building suppliers will join forces from 30 April 2018. With a combined trading history of 200+ years **Belmont Timber** and **Fagg's Mitre 10** will join to form the largest trade timber and hardware business in Geelong. The merged operations will allow us to better service the Bellarine region, and most importantly, provide YOU with access to a greater product range and ability to buy from all four locations with a single trading account.

Belmont Timber has a long and proud history of servicing the building trade across Geelong and the wider South Coast region.

Established in the early 1950s by the late Alex Popescu, the business originally supplied fencing material to timber yards in Geelong including Fagg Bros. Belmont Timber was first registered as a business name on 8 April 1958, and a building and office established in 1960 on the corner of Park St and Barwon Heads Rd, Belmont.

Throughout the 1970s, 80s and 90s the business expanded with storage sheds and offices including a large builders hardware store opening on Breakwater Rd.

The Belmont Timber name is highly regarded for its trade excellence, servicing a customer base of major builders and public via a strong delivered-to-site offer & drive through pick up format. It has won many awards for best reseller and stockist from suppliers & industry for best presented timber yard.

Belmont Timber continued to prosper after the passing of Alex Popescu in March 2010 under the management of Allan Louttit and key staff.

The Home Timber & Hardware Group acquired the business in September 2014, and then sold it to Mitre 10 Australia in 2016. Belmont Timber will merge with Fagg's Mitre 10 on April 30.

Fagg's Mitre 10 has been a proud family business for 164 years, commencing in 1854. Fagg's is the oldest continuously operating family business in the Geelong region and the eighth oldest family business in Australia.

Fagg's has provided the people of Geelong with everything they need to build their homes, as well as many of the things they need to make their homes comfortable. Over the years the business has sold hardware, timber, bricks, windows, and everything from furniture and white goods to farm and garden supplies. For many years the company slogan was justifiably "One Stop The Lot".

Through five generations, the Fagg family have always had a strong and ethical approach to business. It has an equally strong connection with the Geelong community with numerous involvement by family members and through their many and varied philanthropic donations.

Their core values of customer service, accountability, fairness, friendliness, honesty and integrity, professionalism, sound work ethic, respect and teamwork underpin their business philosophy to this day.

The Fagg's business operates three stores; South Geelong, Wallington and Torquay and has been a Mitre 10 member since 1964.