

Open for Business

Thornton Opens Fuller Brush Center

Thornton Hardware of Ellenville has become the world's first independent hardware store to offer the "FULLER BRUSH® Cleaning Center"

Karen Thornton has loved the quality and performance of Fuller Brush home care products for as long as she can remember, but hasn't been able to find them locally for some time. When traveling with her husband, Earl, she stocks up on favorite items at the Fuller Brush Factory Outlet in Kittery, Maine. In between visits to Kittery, Karen resigns herself to using national brands that she says, "just don't work as well as Fuller."

When she learned that The Fuller Brush Company was offering independent hardware dealers the opportunity to establish "Fuller Brush Cleaning Centers" in their stores, Karen and Earl, owners of *Thornton Hardware* at 216 Canal Street in Ellenville, jumped at the chance. In their enthusiasm, they inadvertently became the world's first hardware business to carry Fuller's new self-contained "Cleaning Center"!

The "Fuller Brush Cleaning Center" is a stand-alone display that becomes part of a store's shelving. It features 28 high-quality products ranging from the tried and true Fulsol® All-Purpose Degreaser to some of Fuller's newest innovative products like Sticky Stuff Remover and Appliance Cleaner & Wax. Consumers will appreciate the convenience of purchasing their favorite Fuller cleaners and brushes in their local community.

The Thorntons began in business more than 30 years ago, offering plumbing and electrical contracting services. In 1996, they established a retail presence in the old *Deyo's* lumberyard and hardware, and have been steadily expanding their product lines to meet the needs of local customers. Earl comments, "Even though Ellenville is located at a main crossroads, folks don't necessarily like to travel the 35-40 minutes it takes to shop at a big box retailer in Kingston. More and more, we find our customers are asking us to stock certain items, particularly in the housewares category. That's where the Fuller Brush opportunity makes perfect sense for us."

Founded in 1906, The Fuller Brush Company pioneered the door-to-door method of direct selling, and its "Fuller Brush Man" became an American icon. Today, thousands of independent Fuller Brush representatives are still at work in communities across the nation; Fuller also utilizes full-color catalogs and mail order, factory outlet stores, its www.fuller.com Internet site, and television home shopping to market its wares.

As Fuller (www.fuller.com) approaches its 100th anniversary, it is beginning to offer its products in the retail environment. Fuller's management is confident that it can compete successfully with products that are American-made: home cleaning liquids and sprays, brooms and brushes, and personal care products.



You'll find these quality Fuller Brush products today at *Thornton Hardware*. To learn more, or to see how well they work at the in-store "Cleaning Center," call Karen or Earl Thornton at 647-5321. 

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