

# **Local hardware center celebrates 65 years, renovations**

## **St. Peters Hardware and Rental takes Business of the Month award for April**

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By FRED POLLARD

ALTON - Providing the nuts and bolts of a strong community foundation has earned St. Peters Hardware and Rental the RiverBend Growth Association Business of the Month for April.

"It is such an honor to get this award," co-owner Doug St. Peters said. "My dad and my uncle were members, and (co-owner) Dan (St. Peters) is currently on the board. It has always been a great group for us, and I think it does a lot of good for the area."

The business opened its doors in 1947, when Don St. Peters purchased an existing hardware company.

"The original store was 19-foot-by-33-foot," Dan St. Peters said. "It is now over 10,000 square feet."

Don and Virgil St. Peters operated the business for decades, building a loyal clientele and a foothold in the community. Today, the business is owned and operated by Don's sons, Dale and Doug, and Dale's son, Dan.

"The business employs a diverse group of older retired persons, young high school and college persons, and many in between," Dan St. Peters said.

As part of its 65th anniversary celebration, St. Peters Hardware saw an extensive renovation. The owners replaced lighting fixtures, updated the outdoor sign, gave both the interior and exterior a fresh coat of paint, replaced counters, and updated the merchandise assortment.

"We remodeled the entire store on a budget of \$225,000," Dan St. Peters said.

Dan said the reason St. Peters Hardware has remained in business for 65 years is its commitment to customer service.

"(Our) greatest challenge is staying relevant to our customers," Dan St. Peters said. "We chose to remodel and remerchandise our store to make it more shopable and put the right products on the shelves. We handle our competition by providing real, personable customer service."

The hardware side's main departments include lawn and garden, plumbing, hardware, electrical, paint, hand and power tools, home items, cleaning, season and commercial, chemical and paper products.

Rental items available include floor sanders, automotive equipment, tools for lawn and garden, concrete tools, painting and plumbing products, party and banquet supply, and more.

"We plan on remodeling our rental store in Edwardsville in 2013," Doug said. "We continue to look for ways to grow and expand our business in party rental. We have added two seasonal positions for tent rental."

For more information, call (618) 466-6931 or visit the website at [www.stpetershardware.com](http://www.stpetershardware.com).