

THE SOURCE

In This Issue:

*Up Close and Personal...
Dare to Compare
New Aviva Counter
Home Improvements
and more...*



JUST A FEW OF US...

Welcome

to a rejuvenated version of 'THE SOURCE',

The Source is **Noble Trade**'s quarterly magazine providing information about our industry, company, and staff. We will continue to supply some generally useful (offset by some completely useless) facts, figures and antic dotes about our company so you, our customers, can know us better.

Our task as an organization will be a challenge on two fronts:

First, on a 'macro' basis, we need to educate our industry and customers that the wholesale channel brings value to their business. Although we recognize price as a component of this value, the bundle of services we provide as wholesalers, which include (but are not limited to):

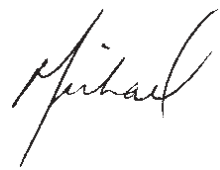
- delivery
- logistic support
- pricing
- product information
- credit
- inventory
- and locations

are valuable components of our industry and often help determine the profitability of our customers. If 'time is money', our objective must be to allow your organizations to maximize the value of your time, and be recognized for it.

Second, **Noble Trade** is committed to earning the respect of our customers, vendors and staff and as well as being 'the distributor of choice' in the plumbing, mechanical, heating, and industrial fields. We recognize there are many strong competitors in our markets and look forward to the challenge of benchmarking our performance against them. Consequently, we launched our 'famous' **Noble Trade** T-shirts with the slogan '**Dare to Compare**'. We will work diligently to prove our value to our customers, what we mutually see our role as, and evaluate how we are performing to earn your trust and your business in the future. We are going to challenge our industry by continuously increasing our levels of service and establishing higher levels of expectations from both customers and suppliers alike in such areas as delivery, fill-rates, convenient locations, accuracy, information, relationships, hours and flexibility.

As an organization we need to improve our performance to earn your continued respect and trust. We will continue to advise you of changes in our company, measuring our performance levels and providing additional 'value' to your companies. If you have any suggestions, please call me directly at 905 856 4530 or e-mail, michaelstorfer@nobletrade.ca

Warmest regards,



Michael Storfer



Up Close and Personal... With Michael Storfer

10 Years ago, you and a handful of staff worked in a cramped, overstocked 20,000 square foot building on Toro Road. Today, 10 years later...is it heaven?

When we moved into Aviva Park (our head office) almost three and a half years ago, we felt like we were in heaven. Three (3) times the square footage, high ceilings, no rats or mice running across the floors... this seemed like the perfect building! However, as we expanded our branch network and grew our business in our traditional markets, we quickly outgrew the new building as well (although we still don't have any rats). We are currently reviewing all our options to handle our current and future distribution needs, including a temporary 26,000 square foot dome or a new 110,000 sq.foot facility altogether.



Before you said goodbye to your 'single guy' status and settled down with a wife, a dog and a son, you were notorious for working 16 hour days. Has your wife made you, I mean, has family responsibility made you change this pace?

To a degree, most definitely. From a work perspective, my role has changed and the demands to be here at 4 am are not there anymore. Although, to my wife's chagrin I wake up at 4:50 am every morning and go to work, and come home as needed, or 7:30 ish... and then work every night from 9 until bed.

From a personal perspective, Robin and I were married three years ago and she brought a greater sense of balance, love and understanding to my life. The addition of my son, Jake, last December, changes EVERYTHING! The role of father is my favourite, and pays me with smiles, laughs and love on a daily basis.

My dog Nell still rules the roost though!

Noble Trade today... Noble Trade 10 years from now. Tell us what you envision.

Tough question... We are committed to being the best, not necessarily the biggest and will continue to follow that philosophy. I do think there will be challenges in the

wholesale distribution field in the future, but I know we will be prepared and successful in our ventures.

There's no denying that you are a big fan of Arnold Schwarzenegger. Just watching you train for the Iron Man competition, marathons, etc... it is quite obvious that emulating Arnold has become a cherished pastime. Are you planning to share your political aspirations with us anytime soon or does the ripe age of 56 seem like the right time?

I plead the fifth!! I don't think I want to start a second career at the age of 56!

If you could give your son Jake one piece of advice, what would it be?

Family always comes first.

You have a lot of responsibility in your life, people depending on you... What enables you to keep focused and confident in your role as President of Noble Trade?

We have had the good fortune of tremendous growth and success since we opened ten years ago. With that growth, we have gained a lot of talented people to share the

responsibility and the confidence to perform effectively.

Noble Trade is like my family. I am surrounded by people I trust, love and am dedicated to. Consequently it is not as much a responsibility, as a mission. Being part of a family, not to mention 'head of the household', can often be difficult, but I get a tremendous amount of pleasure watching our staff buy homes, have families and achieve lots of personal success.

I'm very proud of our company and staff; we are committed to competing and 'winning' everyday in every market... that keeps life fun, exciting, and rewarding!



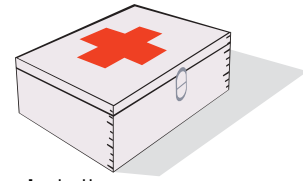
TWL Total Warehouse Logistics

TWL continues to be a primary focus over the next six months. TWL is an internal bar coding system that will allow us to have a much more accurate picture of our inventory and reduce shipping errors.

In early September the final shipment equipment arrived. This equipment is now being tested and having the proper set up completed. In October the staff will begin training on the equipment and in late January of 2004 we will do the changeover to implement the TWL system.

At this time, the customer will see shipments arriving with bar codes attached to the usual packaging that arrives. This is all to facilitate double checking processes to ensure that proper product is picked, packed and shipped.

SAFETY Workplace Safety



Promoting a safe workplace at **Noble Trade** is the primary focus of our Safety Committee. As such, implementing ongoing certified courses to educate and assure a safe work environment is key.

Ongoing courses such as:

- ☒ WHMIS (Workplace Hazardous Material Information System)
- ☒ Forklift Training
- ☒ Driver Training
- ☒ CPR

For quick and easy access to MSDS sheets, log on to the web site below.

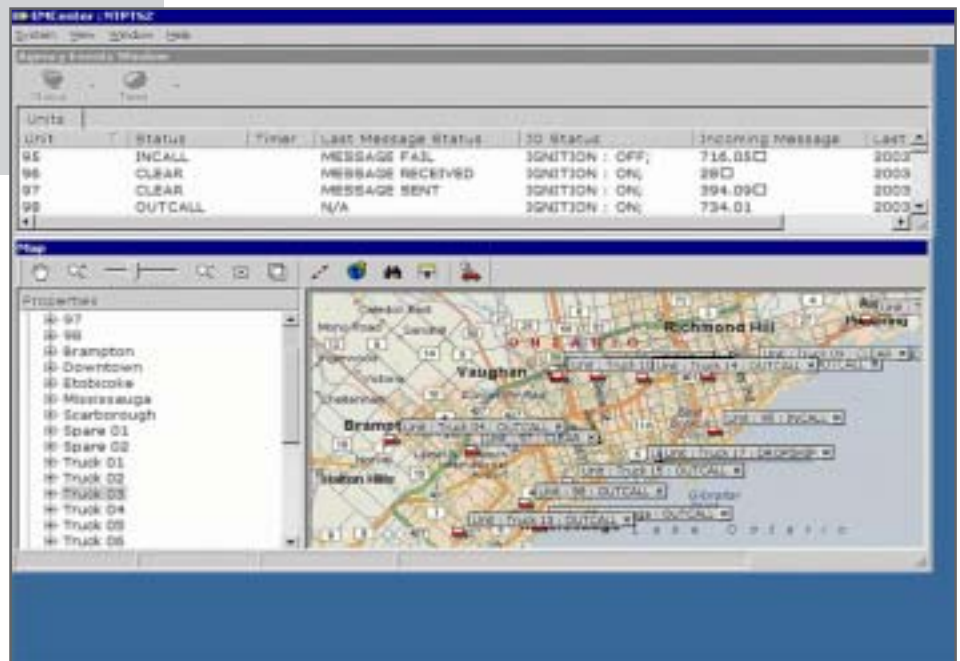
www.msdssearch.com

GPS Global Positioning Satellite

Early in the summer we implemented a GPS system in all our trucks in the GTA. The goal of this process was to enhance customer service by having our staff know the whereabouts of our vehicles at all times of the day without having to call drivers on their cell phones and wait for them to respond. The advantages of this GPS system are:

- * Knowing where our vehicles are at all times.
- * Ensuring that our time windows for deliveries are hit.
- * Recording customer shops and jobsites.

With continual training and upgrading of the GPS system, we **WILL** enhance customer service... and this **IS** our ultimate goal!



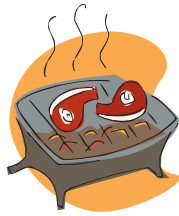
GARY JAMIESON

DAVE MILLER

DARE TO COMPARE



Above is our Tuesday breakfasts with sales rep. Richard Rainford and brothers Robert and Howard helping out



In the center is our counter guy and in house BBQ guru, Steve Cameron. Join us every Thursday for donuts and breakfast every second Tuesday. *Enter to win a prize valued at \$100 each month! See our counter for details.*

To the right is Noble Trade's Annual Summer Customer Appreciation BBQ. Blackout or not, our BBQ and new 2003 T's were a hit!



New Aviva Counter

New Products

- Knee Pads
- Tape Measures
- Chalk Line Markers
- 15" Bungee Cords
- AAA, AA, C, and D Batteries
- Spring Tube Benders 3/8" and 1/2"
- BBQ boxes
- Paint Brushes
- Stone Mixed Concrete
- Paint Rollers
- PVC Coated Gloves.

There have been BIG changes to our Woodbridge counter! Come check out our new look!

Contractor's Corner: A phone, a desk, a fax machine and a computer is your answer to an office away from home.

Snack Room: Skip breakfast? Miss lunch? Complimentary coffee, drinks and snacks are here for the taking... Enjoy!

Additional Parking: No more wasted time searching for that open spot. Pull into one of our many reserved customer parking spots, place your order, pick up your order and quickly be on your way.

Quick Customer Service: Under the guidance of Tom Spracklin, Aviva's Counter Manager, customer service is the main objective. And as far as phone-in orders go, just call in your order ahead of time and it will be ready for pick-up. We'll also have non-stock items to you as soon as possible.



TOM SPRACKLIN

STEVE CAMERON

MARCEL LIZOTTE

FRANK SCERNI

When it comes to commercial plumbing fixtures, our quotations department at our Head Office in Woodbridge is a pretty confident group of guys.

With an accumulation of over 42 years of plumbing wholesale experience, our team of Joe Pasquariello, James Quick, Fab lafano and yours truly can handle any quotation request, large or small.

We are pleased to carry a wide variety of top commercial lines, including Eljer, Delta, Zurn, Symmons, and Bradley. We have been able to secure and supply many high profile jobs over the past few years. We are the supplier of choice for such jobs as North York General Hospital, Toronto General Hospital, West Parry Sound Health Care, Credit Valley Hospital, 14 long term care facilities, and 17 hi-rise buildings, just to name a few.

We rely on the following support systems to better enable us to service your job requirements, from start to finish:

- 1) Utilize the internet as well as solid vendor relationships to source unique products and provide technical advice as required.**
- 2) Ability to rely on the vast experience of our industry veteran, Brent Jones.**
- 3) Our 3-man hydronic heating department entitles us to provide a more well rounded bid package to our customers.**
- 4) 60,000 square feet of indoor warehouse space allows us to store numerous projects at any given time to ensure that we deliver your material to the site when you need it.**

We want your fixture business, and would appreciate the opportunity to quote on your next project. Please give us a call at 905 856 4400, or at any one of our direct lines listed below.

Thank you.



Ken Marks

Joe Pasquariello - 905 856 4547
James Quick - 905 856 4546
Fab lafano - 905 856 4545
Ken Marks - 905 856 4541



QUOTATIONS DEPARTMENT



OPENING IN DECEMBER...

Two New GTA Branches... Conveniently Located to Serve You Better!

MARKHAM

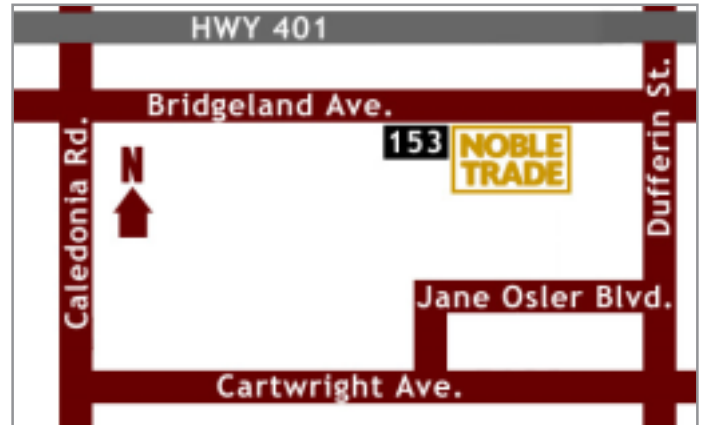
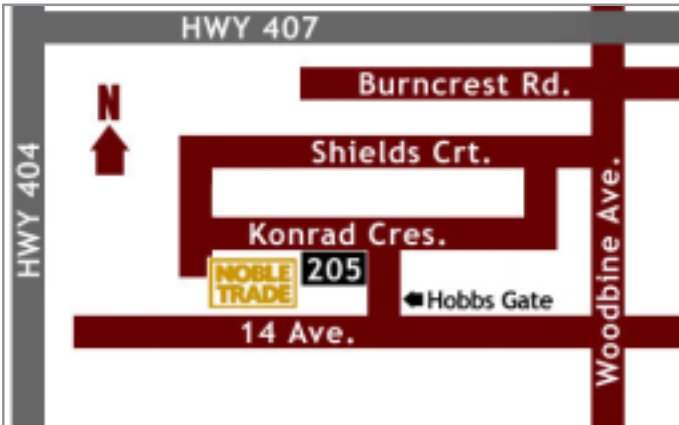
(407 & Woodbine Ave.)

205 Konrad Cres.
Markham, Ontario
L3R 8T9

NORTH YORK

(401 & Dufferin St.)

153 Bridgeland Ave., Unit #2
North York, Ontario
M6A 2Y6



NOBLE TRADE Hours of Operation

WOODBRIIDGE (Head Office)

Monday to Friday - 6:00am to 5:00pm
Saturday - 7:00am to noon

BARRIE

Monday to Friday - 6:30am to 5:00pm

BELLEVILLE

Monday to Thursday - 7:00am to 6:00pm
Friday - 7:00am to 5:00pm
Saturday - 8:00am to 10:00am

BRAMPTON

Monday to Friday - 6:30am to 5:30pm
Saturday - 7:30am to noon

DOWNTOWN TORONTO

Monday to Friday - 6:30am to 5:30pm
Saturday - 7:30am to noon

GUELPH

Monday to Thursday - 6:00am to 6:00pm
Friday - 6:00am to 5:00pm

ETOBICOKE

Monday to Friday - 6:30am to 5:30pm
Saturday - 7:30am to noon

KITCHENER

Monday to Thursday - 6:00am to 6:00pm
Friday - 6:00am to 5:00pm

LONDON

Monday to Thursday - 6:30am to 6:00pm
Friday - 6:30am to 5:00pm

MISSISSAUGA

Monday to Thursday - 6:30am to 5:30pm
Friday - 6:30am to 5:00pm
Saturday - 7:30am to noon

OSHAWA

Monday to Friday - 6:30am to 5:00pm
Saturday - 7:30am to noon

SCARBOROUGH

Monday to Friday - 6:30am to 5:30pm
Saturday - 7:30am to noon

WINDSOR

Monday to Thursday - 6:00am to 6:00pm
Friday - 6:00am to 5:00pm

♥ New York City Marathon

It happens on the first Sunday in November. Thirty thousand runners come from every corner of the globe. More than two million spectators line the route and cheer them on. Add twelve thousand volunteers and you have real New York mix.

And up for the challenge at Noble Trade is this team of runners; Jeff Pridmore, Frank Scerni, Michael Storfer, Bruna Pacitto, Bob Farrugia, Chris Scales, Steve Goldie, Terry Barrett, Doug Charlton and Richard Rainford.



See you at the finish line!

WIN a pair of LEAF TICKETS!

Match the clues to the names given in the center.

Drop your ballot off at any Noble Trade Counter.

Draw will be held on November 28th!

Name: _____ Phone: _____

Company: _____

Which married couple work side by side at the London branch?

A set of drivers at Aviva whose first names both begin with K.

Yvonne, Mike, Bob, David belong to which family?



**STORFER
SOUTER
KERR
RYAN
KEPKA
PACITTO
KELLAR
EMO & EDWARDS**

Visually, these two brothers are different but their voices are indistinguishable. Who are they?

One's red, the other... the brother.

What can we say about this mother and daughter team at Head Office?

A.K.A. Killer

HEAD OFFICE

151 Aviva Park Drive
Woodbridge, ON. L4L 9C1
Tel. 905 856 4998
1 800 529 9805

Barrie

8 Sarjeant Drive
Barrie, ON. L4N 4V8
Tel. 705 726 1114
Fax 705 726 2214
1 866 366 0166

Kitchener

50 Victoria St. North, #B
Kitchener, ON. N2H 5B9
Tel. 519 745 4533
Fax 519 745 0156
1 888 671 1118

Belleville

83 College St. West
Belleville, ON. K8P 2G3
Tel. 613 969 0520
Fax 613 969 0523
1 800 257 9468

London

180 Adelaide St. South
London, ON. N5Z 3L1
Tel. 519 433 4770
Fax 519 433 2147
1 866 527 4680

Brampton

8 Hale Rd., #4-5
Brampton, ON. L6W 3M1
Tel. 905 454 1411
Fax 905 454 6454
1 866 364 4414

Mississauga

5510 Ambler Dr. #3
Mississauga, ON. L4W 2V1
Tel. 905 602 7377
Fax 905 602 4993

Oshawa

320 Marwood Dr., #1-3
Oshawa, ON. L1H 8B4
Tel. 905 720 1099
Fax 905 720 1049
1 888 677 2768

Downtown Toronto

315 Albany Avenue
Toronto, ON. M5R 3E2
Tel. 416 537 1099
Fax 416 537 1755

Etobicoke

726 Kipling Avenue
Etobicoke, ON. M8Z 5G5
Tel. 416 259 7377
Fax 416 259 2701

Scarborough

21 Estate Drive
Scarb., ON. M1H 2Z2
Tel. 416 289 1099
Fax 416 289 7378
1 800 268 1099

Guelph

987 York Road, #4
Guelph, ON. N1E 6Y9
Tel. 519 821 2055
Fax 519 821 7055
1 866 355 9955

Windsor

3375 Mannheim Way
Windsor, ON. N8W 5E2
Tel. 519 945 6660
Fax 519 945 5466
1 866 666 9766

Dates To Remember...

Closed at noon December 24th

Closed December 25th

Closed December 26th

Closed December 27th

Closed at noon

December 31st

Closed January 1st

Open January 2nd

