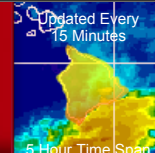




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A 'Brand' Opening for Ace, Ben Franklin



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A "brand" opening celebration will herald the new HouseMart brand for Maui Varieties Limited, owners of Ace Hardware and Ben Franklin stores in four states, including Hawaii and the Big Island. Courtesy photo.

Posted on October 17, 2013

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by Hunter Bishop

Ben Franklin Crafts and Ace Hardware Hawaii will soon be getting a new logo over the old familiar names.

Maui Varieties Limited, parent company to the stores, will be rebranding its holdings under a single name, HouseMart.

Ace Hardware & Crafts stores are located in Kamuela and Kona; Ace Hardware stores are in Hilo, Keaau, Captain Cook, Ocean View, Pahoa and Naalehu; and Ben Franklin Crafts is located in Hilo.

While none of the popular store names will be going away, all will be coming under the new HouseMart brand.

The stores will be celebrating with a "brand" opening celebration on Saturday, Nov. 2, featuring sales, goodies and giveaways, said a HouseMart release.

"When customers see the bright red logo of HouseMart above a Ben Franklin Crafts or Ace Hardware store, they will know it's a locally owned-and-operated company and can expect the same level of customer service at any HouseMart location," the release said.

The family business started with the small K. Kamitaki Store in Kahului, Maui, specializing in dry goods, fabrics and aloha shirts. In 1951, the second generation of the family was able to expand by acquiring its first Ben Franklin store.

Current third generation owners Wayne and Guy Kamitaki, Paul Mizoguchi and Lynn Ushijima now operate six Ben Franklin Crafts stores and 25 Ace Hardware stores spanning four states.

For more information about the stores or events, go to www.hmstores.com, www.benfranklinhawaii.com and www.acehardwarehawaii.com.

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| thu 20 | THU NOV 20 |
| fri 21 | America Recycles Day @ Palace Theater, Hilo |
| sat 22 | Portuguese Bread-Making @ Kona Historical Society, |
| sun 23 | Kupaianaha Polynesian @ The Shops at Mauna Lani, |
| mon 24 | Lito Arkangel Live @ Wai'oli Lounge & iCafé, |
| tue 25 | Coconut Weaving & Hula @ The Shops at Mauna Lani, |
| wed 26 | D.Js, Dancers @ Hilo Town Tavern, Hilo |
| thu 27 | Portagee Horseshoe @ Big Daddy's Pupus & Beer |
| | Kupuna Crafts @ Keauhou Shopping Center |

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