

## In Brief | Island Inc. 10-28-13

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### Ace Hardware and Ben Franklin stores celebrate parent company's re-branding

Ace Hardware & Crafts stores throughout Hawaii Island will celebrate a re-branding with sales, goodies and giveaways Saturday.

Maui Varieties Limited, parent company to Ben Franklin Crafts and Ace Hardware Hawaii, is re-branding its name to HouseMart. This affects Ace Hardware & Crafts stores in Waimea and Kailua-Kona, Ace Hardware stores in Hilo, Keaau, Captain Cook, Ocean View, Pahoia and Naalehu, and Ben Franklin Crafts in Hilo.

HouseMart's staff, management and owners will continue providing its family style service under its new banner. The family business originated from the small K. Kamitaki Store in Kahului, Maui, specializing in dry goods, fabrics and aloha shirts. In 1951, the second generation of the family acquired its first Ben Franklin store. Current third generation owners now operate six Ben Franklin Crafts stores and 25 Ace Hardware stores in four states.

For more information, visit [hmstores.com](http://hmstores.com), and [benfranklinhawaii.com](http://benfranklinhawaii.com).

### Aloha Petroleum donates \$4,531 to kidney foundation

Aloha Petroleum Ltd. recently donated \$4,531 to the National Kidney Foundation of Hawaii to support the organization's efforts to prevent and treat kidney-related diseases across the state. The funds were raised through donations made at participating Aloha Island Mart and Shell locations.

"Thanks to generous donations from our customers, we are able to support the important work of the National Kidney Foundation," said Gary Altman, general manager of company operated stores for Aloha Petroleum Ltd. "The organization helps save lives through education and innovative programs to screen individuals who have a high risk for kidney disease."

According to the National Kidney Foundation of Hawaii, there has been a dramatic increase in chronic kidney disease in the state, and rates are higher among Native Hawaiian, Pacific Islander, Filipino and Japanese ethnic groups. Contributions are used to fund the Kidney Early Evaluating Program, general kidney screenings, classes to teach healthy cooking and baking techniques, mentoring programs for pre-dialysis and dialysis patients and family and caregiver support groups.

### Meeting includes car-buying presentation

Boris Huber-Bejerana, client adviser at BMW of Hawaii, will give a five-minute presentation about the car-buying process during the Kona Krew chapter of Business Network International meeting from 7:45 to 9:15 a.m. Wednesday at Island Naturals on Kaiwi Street.

There is no fee to attend and visitors are welcome. For information or to make a reservation, call Lynn at 960-9630 or Marie-anne at 345-2897.

— New Businesses —

### Crocs store coming to Queens' MarketPlace

A Crocs shoe store will open later this year in Queens' MarketPlace in Waikoloa Beach Resort with operating hours of

9:30 a.m. to 9:30 p.m.

The colorful, amphibious footwear was originally created in 2002 as easy-care boat shoes for wet and dry conditions. Branching off from the iconic clog design, Crocs has stepped into the workplace, golf course, fashion scene and classroom with more than 300 styles for men, women and children, including sandals, sneakers and heels. Available in more than 90 different countries, the brand has topped \$1 billion in annual sales and continues to expand its markets.

For more information, visit [crocs.com](http://crocs.com).

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