

NEW Business Development from Pinwilz™ Company

Introducing The Old Fort Store

Pinwilz™ Company launches “The Old Fort Store” a new partnership with local manufacturing companies in Old Fort, North Carolina; Parker Hosiery and Pisgah Yarns.

There's a lot of talk about buying local but when it comes down to it has been difficult to practice this noble virtue. When we shop for things we want to find the best prices, a wide selection of items, convenient parking, convenient food and drinks, and more. Many times you can't get all that and buy local also. We've all gotten used to shopping at the mall or at the large department stores where you can find everything you needed and tons of stuff that you didn't think you needed until it ended up in your shopping cart.

Manufacturing companies that sell direct to customers have a difficult time fitting in customer service in an industrial environment. At the factory it's all about volume and filling supply to meet demand. Taking time out to ring up a \$4.00 sale isn't practical or cost effective. There is a lot of overhead involved in providing good customer service and customers have come to expect that they can pay with a credit or debit card and get the product put in a bag, get a receipt and a friendly “Thank you for your business” when they make a purchase. Many shoppers also enjoy the hunt, looking for things they have never seen, looking for what's new and expect to see a wide selection.

As Pinwilz™ is primarily a retail operation, we have all the bells and whistles when it comes to customer service. We accept all forms of payments, cash, checks, credit cards, debit cards (Visa, Master Card, American Express, Discover) even PayPal. We offer shopping in the store, shopping on-line, mail-order, call-in ordering. We keep regular business hours 5 days a week and have plenty of parking on most days right outside the front door.

“It's a natural fit for us at Pinwilz™ to be the local selling store for these great local companies. We have started with a pretty good selection from both companies and I expect that the selection and the quantity will grow as we see sales grow once the word gets out.” Says, Dru Heldman “I'm expecting that we will find other companies in the Old Fort area that will be interested in having us be their factory store.”

Each company controls what products are sold here and the selling price. Pinwilz™ is making it available and processing the sales transaction. The custom Pinwilz™/TAASG software allows each company representative to login through a secured website and see what has sold and when. It's all real-time.



Both Parker Hosiery & Pisgah Yarn & Die Company have been in the neighborhood for decades. Each one has sold products direct to the public from their manufacturing plants. Both of them still offer direct sales for bulk buyers but when someone needs a few pair of socks or a couple cones of yarn they can conveniently find it here. The pricing is very good. Any pair of Parker socks is just \$1.99 each and we have 70 different styles and colors including men's, women's and children's socks. That's like having a big sale every day. Pisgah Yarn pricing is competitive with discount retailers. One of the big differences is that here you have access to a larger selection; currently 279 different products are for sale here.

The third Manufacturer in The Old Fort Store is Pinwilz™ own line of candles; Butterfly Blends™ making Soy Jar candles and Soy melting tarts. This product is not currently sold anywhere else but hopes to eventually make the Butterfly Blends brand a household name brand product. We've got our feelers out looking for distributors or retail partners. "The Butterfly Blends wholesale marketing has been put on the back burner since we opened Catawba Vale Café says", Dru Heldman "There's only so much we can do at the same time."

Pinwilz™ - Catawba Vale Café next door adds a great atmosphere to a stop to downtown. You can shop and grab a bite to eat all at the same place. It's not going to the mall in Asheville but it's getting better all the time. We have music CD's, books, clothing, jewelry supply, candles, socks, yarns, jewelry, handcrafts, art, novelty gifts, pottery, functional wood products like bowls, cutting boards and letter openers, hand poured soaps and lotions, etc, etc...

If you have a product or a craft that you think would sell in Pinwilz™ they want to hear from you. Unlike department store buyers, at Pinwilz™ and TAAS Gallery we will work with individuals. TAAS Gallery is made up of nearly 70 different handcrafters providing an enormous selection of unique one of a kind products. We've developed unique software that allows us to easily manage one of a kind inventory or multiple quality products. Each item can be managed by the individual so that's it's also included in our on-line store. This provides the seller with a webpage and allows them to sell online.

We are working on plans now that will carry our partners products into new markets as we are planning a national and international selling platform for products from the Appalachian region. Eventually, products that are brought to TAAS Gallery in Old Fort may be sold in Hollywood California or Hong Kong China.



For more information visit the Pinwilz™ Company website: www.pinwilz.com

Located at 48 East Main Street, Downtown Old Fort, NC 28762

Phone 828-668-1070

Beverly Heldman - Owner GM