

Benjamin Moore

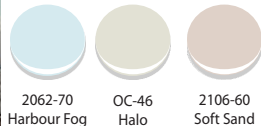
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Benjamin Moore

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Advertorial

Ren's Pets Depot celebrates 40 years in business

For 40 years Ren's Pets Depot has been passionate about pets and the people they own.

"It's true," says Colin Job, Ren's Pets owner. Job should know – he's worked at the family owned business since he was about eight.

Job's father, Ren, started the business after returning to Canada from Ft. Lauderdale, Fla. 45 years ago. "He was in the feed business there," Job explains, and decided to purchase the feed mill on Trafalgar Road in Oakville where he then sold feed to other farms.

This is where Job started – riding in the delivery trucks, learning the business along the way.

But as the farms moved further north, the business model had to change and that's just what Ren's Pets did, moving away from feed delivery to catering to pets – cats and dogs, specifically.

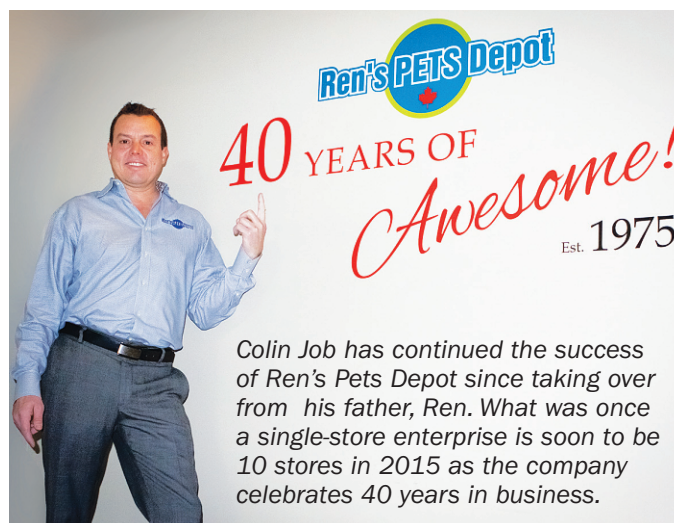
That feed mill on Trafalgar Road has grown to a 10,000 square foot store, but not before a devastating fire in 1980 ravaged the building while Ren and his family were on vacation.

Today there are seven Ren's Pets Depots in Ontario with three

more set to open between March and May of this year, along with a thriving online business that ships across the country. The entire operation is run out of the company's head office, located in Aberfoyle.

With more stores on the way, Ren's will increase the number of employees from 160 to about 200 in the next few months, creating more local jobs in Whitby and the yet-to-be-named two other new locations.

Job credits the success of the company he took over entirely from his father about 14 years ago to the fact that they've found a niche in the marketplace and honed in on three pillars: best selection, best prices and best customer experience. Despite what Job describes as "dabbling" in other areas, the management team has never strayed too far from those pillars and it's a recipe



that's proved successful.

Ren's Pets has also dedicated efforts to giving back to the communities in which they operate in the form of a dog licensing program they run in conjunction with the local humane societies. The program offers a \$25 Ren's Pets Depot gift card to all dog owners who register their canines with the city for a dog license. "We also donate to many of the humane societies with product and provide a \$25 gift card for each adoption as well," Job adds.

from the great selection, prices and customer service, but also the unique rewards programs that see customers earn points that turn into dollars that can be used in-store. It helps regular shoppers earn free product over time.

As for what's in store for Ren's Pets 40th year, Job says "we are definitely in growth mode. We'll continue to open as many retail stores across Ontario and towards the latter part of 2015 will make our ecommerce site a big

COMMUNITY

Grade 5 student knits hats to raise funds for Halton Women's Place

It takes about 45 minutes for Amanda Sullivan to hand-knit one of the colourful toques she's been distributing to classmates and others at George Kennedy Public School recently.

The Grade 5 student estimates she's completed about 30 of the hats that she learned to make in the school's Stitching Club under teacher Sharon Dutton and a lengthy list of requests is waiting for Sullivan to fill.

She's been selling the headgear for \$10 each and donating the funds, which has totalled \$200 so far, to Halton Women's Place, a shelter for the abused or homeless.

"When I was getting ready to go to school a couple of weeks ago, my mom and I heard on the radio that someone froze to death in a Toronto bus shelter," Sullivan recalled.

"So we were thinking, 'What can we do to help?'"

Sullivan gets the material for the hats from craft stores and has set a goal of making 10 toques per week, which she says takes up most of her spare time.

Her mother does help put the finishing touches on the top weave of the hats, but Amanda said she's quickly mastering the hand-knitting technique.



AMANDA SULLIVAN

When asked if she's considering a future in the fashion industry, Sullivan shrugged her shoulders and said, "Maybe."

"The other kids make headbands, they don't make hats like Amanda's," said Dutton.

"She went on YouTube and figured it out herself, learning how to connect the different strips. The hats have become quite popular at our school."

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