

— 2012 —

SPRING SUMMER

MEDIA KIT

RONA 

Doing it right



SPRING INTO HOME IMPROVEMENT

Who would argue that Spring isn't the most inspiring season of the year? Words like renewal, warmth, colour and growth conjure up feelings of hope and replenish our spirits. At RONA, we shed our parkas a few months back to get Canadians ready for their Spring home improvement projects. Whether it's updating an outdoor living space, taking up smoking (no, not cigarettes, we've got the latest in grilling) or a long-awaited bathroom makeover, RONA's new spring offerings are designed to inspire us all to spring into home improvement.

RONA's Spring/Summer collection is available at RONA stores nationally from April through July 2012.

FOR IMAGES, SAMPLES AND CURRENT PRICING, CONTACT:

Geordie Gibbon · MSL Canada · 416.847.1300 · geordie.gibbon@mslgroup.com

Karen Nussbaum · MSL Canada · 416.847.1317 · karen.nussbaum@mslgroup.com

Sophie Arcand · RONA · 514.599-5900 ext 5398 · sophie.arcand@rona.ca



OUTDOOR LIVING

OUTDOOR LIVING: WHAT'S NEW IN 2012

Whether your space is big or small, brick or balcony, RONA wants to help you get your outdoor living space friends-and-family ready just in time for those much-anticipated warmer longer days. We're all dying to soak up more sun, and 2012 trends are showing that we're wanting to soak it up a little more at home. The predominant macro trend is the growth of outdoor rooms. We've come a long way from a classic outdoor dining set, and are now excited about creating a lively space with exterior lighting, fire pits, and bringing technology outside to squeeze the most out of the season.



SHAPELY SEATING

As more people are wanting to bring the indoor comfort outdoors, RONA's outdoor upholstery collections reflect the movement towards more solid shapes and forms that are created with durable synthetic fabrics. The aluminum framing in the above-pictured set makes it light and easy to move.



Synthetic Rattan
and Aluminum
Conversation Set

Includes:

- three-seater sofa
- 2 one-seater sofas
- and table

\$1,399

CONTEMPORARY STYLE

The right outdoor lighting can turn relaxing outdoor afternoons into fun-filled evenings. Light up those summer nights with RONAs selection of outdoor fixtures. Whether you invest in quality lighting for the porch or the pool, your guests will always know they're welcome.



Aluminum Path Light

\$24.99



Bollard Style Cast Aluminum
Path Light

\$34.99



Snoc LED Light Fixture

\$139

MAKE YOUR BACKYARD FLOW

Creating an outdoor living space is like creating a table setting you need a centerpiece. Fountains or bird baths can be great focal points from which to arrange a backyard garden lounging area. That gentle babble of a backyard fountain is a welcome addition to any summer afternoon or evening or try placing a bird bath in the middle of your deck or indoors to get a little closer to nature.



Bird Bath with Pump

39.5" x 39.5 in. x 67"
Made of MGO. Pump keeps water circulating to prevent bacteria from still water. Available in dark brown.

\$79.99



Fountain - "Crested Creeper"
Lighted

17" x 17" x 41"
Made of resin, includes pump and three 10-W lights.

\$249.99

LUMBER TREATED RIGHT!

Select Plus Treated Wood an innovative process for treated wood used to reduce the impact on environment. Exclusive to RONA.

| | | | | |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| SELECT PLUS | | | |  |
| LUMBER TREATED RIGHT | | | | |
|  |  |  |  |  |
| LIGHTER MORE NATURAL COLOUR FOR STAINING AND PAINTING | AN INNOVATIVE PROCESS FOR TREATED WOOD USED TO REDUCE THE IMPACT OF THE TREATMENT ON THE ENVIRONMENT | WEATHERS SIMILARLY TO OTHER PRESSURE TREATED WOODS | PROTECTED AGAINST TERMITE DAMAGE AND FUNGAL DECAY | NO MORE CORROSIVE THAN UNTREATED WOOD AND LESS HARSH ON NAILS, SCREWS AND WOODWORKING TOOLS |





ELECTRIC LAWNMOWER-SHREDDER

Maintenance is effortless with the new Black —Decker electric lawnmower-shredder. No gas, oil or tune ups are necessary. Offering a 18 inch cutting width and a single lever for wheel adjustment.

\$279.99



GARDENA UNDERGROUND SPIRAL HOSE BOX

This underground spiral hose box lets you clean and water efficiently without having to unroll, untangle and roll up your hose. Use it for watering and for cleaning — simply pull the hose out of the box and replace it after use — close the lid and that's it

\$89.99



UBERHAUS PRO GLOVES

Tackle any gardening project with the high-performing Uberhaus gloves. Six models are offered to meet specific needs, and each come in a variety of sizes, making these high-dexterity gardening gloves a must-have for the season.

\$7.99 to \$24.99

HOW TO PREPARE YOUR LAWN FOR SPRING

CHECK YOUR TOOLS

- ✓ While the ground is waking up, take the time to check, repair and maintain your tools. Are the blades sharp on your lawnmower, do you need new gardening gloves, and do you have the proper weeding and pruning tools
- ✓ If you don't have them already, stock up on fertilizer, weed killer and grass seed.

WEEDY MATTERS

- ✓ Regardless of whether or not you kill weeds chemically or by hand, take some time to go about weeding. Uproot any and all weeds you find on your lawn, whether they're leftover stalks from last year or brand-new shoots. Plan to sew new grass in the empty spot left by the removal of weeds.

GET DIRTY

- ✓ Old roots and dead plants that form a layer over your grass may seem like a good, natural fertilizer, but it can actually pose a threat to your grass, making it impossible for water to reach roots and blocking the fertilizers from penetrating the soil. If you have a buildup of thatch use a dethatching rake to pull it up.
- ✓ Similar to thatch, hard dirt can make it difficult for your grass to get the essential nutrients and water it needs. If the earth on your lawn has become compacted over the winter months or gets a lot of foot traffic, use an aerator to pull out plugs and loosen the dirt.
- ✓ Finally, it can be a good idea to dress the lawn with peat moss. This is hugely beneficial to grass and can mean you'll have less aerating, dethatching and weeding to do later on.

GROWING GREEN

A rain barrel is the perfect way to keep your lawn green and your plants happy. The benefits of using a rain barrel are plentiful. Did you know that using rain water instead of treated tap water is much healthier for your garden as it has less chlorine and salt than is found in hose water. By catching water before it falls into the sewer you'll help prevent erosion caused by heavy runoff while saving on your water bill. In a one-inch rain storm it's possible to collect over 500 gallons of water from an 800 square foot roof. If your whole neighbourhood gets on board it can become a great way to save fresh water.

Tips

Survey your yard to find the best place to put your rain barrel for it to collect water from your roof. You can use it to fill up your watering can or attach a drip line so that the water runs directly into the soil.

Pour some vegetable cooking oil into the barrel the oil will stay on the surface and prevent mosquito larvae from growing in the water.

Make sure the rain barrel is level with the ground use rocks and cinderblocks to flatten it out.

Rain water is actually better for your plants it doesn't contain the chlorine and other additives that are in tap water.



RONA ECO Rain Water Collection system

\$199



Algreen Rain Water Collection system

\$119



HOT OFF
THE GRILL


BBQ PICKS OF THE SEASON



GrillPro 35050 Deluxe Stainless-Steel Spit Roaster and Charcoal Grill

This extra large stainless-steel roaster and grill offers 900 square inches of cooking space, 6 mm wire grids for grilling, and a square stainless-steel adjustable-height spit rod for roasting. The 110-volt stainless-steel motor delivers 110-pound torque and enough capacity for even roasting. The grill features two roasting forks with dual brackets and a 20-pound capacity charcoal tray with four locking swivel casters. 59" x 24" x 36.5"

\$599.99

 Not available in stores, need to place special order.



The Big Steel Keg Charcoal BBQ

This Broil King Egg BBQ is a double steel walled and insulated kamado-style smoker and convection grill. The technologically advanced design keeps heat in, creating efficient, thermal convection currents and delivering superior cooking results. 28.5" x 27.5" x 45"

\$699



Webber® Performer® Charcoal Grill

The model features a porcelain-enameled bowl and lid, heavy-duty plated steel hinged cooking grate, and a special Touch-N-Go™ gas ignition system. With its easy One-Touch® cleaning system and a large work surface complete with tool holders, this BBQ makes grilling a breeze.

\$399



ATTENTION NEW BBQ OWNERS

When buying a new barbecue, first check to see if the propane gas regulator and the propane tank to which it is connected are sold with the unit. You'll avoid having to pay for these two items again.

PROTECT YOUR INVESTMENT

Just like a cast iron skillet, a cast iron grill must be seasoned prior to its first use. No matter which type of barbecue you use, clean it after each cookout with a product designed for use on an oven or grill.

PERFORMANCE ISSUES?

To evaluate your barbecue's performance, divide its cooking area surface, expressed in square inches, by its BTU rating. You should obtain a result between 100 and 125. For example, if your 44,000-BTU barbecue is fitted with a cooking surface measuring 15"x25", or 375 square inches, divide 375 into 44,000. Result: 117.33, well within the 100-125 objective.

A woman with short dark hair is sitting cross-legged on a light-colored wooden floor in a bright, empty room. She is looking upwards and to the right, holding an open magazine. In front of her, several magazines and color swatches are scattered on the floor. The room has white walls, a dark fireplace, and large windows that let in natural light. A semi-transparent white box with a saw icon and the text 'HOME IMPROVEMENT' is overlaid on the image.

—  —

HOME IMPROVEMENT

3D WALLS

These ThreeDwall 3D wall panels are made of bamboo and are ready to be painted. Light and easy to install, they'll add drama and depth to a wall, hallway or entrance.

\$2.99 square foot



FOR DAD: FATHER'S DAY GIFT IDEAS



RONA Collection Electronic Lock

This electronic key pad lock will keep your home safe and secure, and saves space on your key ring. Use it for your front door, shed or backyard entrance.

\$109.99



RONA locations offer a unique blade recycling program that allows do-it-yourselfers to turn in their old saw blades for a discount on new ones. The old blade gets refurbished so it can be useful again.



3/8" CORDED DRILL

DRILL HAMMER LITH. 1/2" 20VT

The powerful motor provides 360 ft/lb torque to complete jobsite applications more efficiently. Including a hammer drill feature, an all metal clutch makes it more durable. The all metal chuck provides excellent bit retention. Includes: 2x 20VT Lithium-Ion battery. 3-Year limited warranty.

\$59.99



7-1/4" CIRCULAR SAW

This model features 15600 RPM for increased performance, a 24TH carbide tooth 7 1/4" thin kerf blade, and a magnesium shoe for increased durability and more accurate cuts. The Rubber overmold handle provides greater control and ergonomics. Comes with a 3-Year limited warranty.

\$99.99



COMPRESSOR 6GA 2HP+NAILER

This oil free engine boasts 6 gallons and air delivery of 3.7 CFM at 40 PSI, 2.6 CFM at 90 PSI and a maximum PSI of 150. The set includes: 2" 18 gage nailer, box of 1000 nails of 2", pneumatic tool lubricant, and 1/4"x40' air hose and case.

\$199

JUST FOR KIDS

We couldn't resist these recycled play items for kids. Those rainy spring days are sure to be full of indoor fun. Starting price 12.99



SHIMMER AND SHINE WITH RONA COLLECTION METALLIC PAINT

Metallic paint is all the rage and if you're looking to add a little sparkle to your dining room ceiling, powder room or piece of furniture. The RONA Collection metallic paint line offers an advanced latex formula, is low odour and is washable. Just apply two coats with a roller and you'll bring a dash of glam to your home.

\$38.99



NO-FUSS CHANDELIERS

No electricians required. No commitment necessary. These no-fuss pressed glass chandeliers have the look of a custom light, without the work. Working from a coaxial cable system, the quick connect decorative pieces are designed to be affixed to your recessed light. Adds instant drama without the work.

5 models between \$29.99 to \$34.99



MAKEOVER



Ost-Oleum Countertop transformation

This revolutionary do-it-yourself coating system is a simple, affordable way to transform your damaged laminate counter into a beautiful, durable, new counter surface. Colours available: Java, Charcoal, Onyx, Desert Sand and Pebbled Ivory.

\$299



Ost-Oleum Cabinet transformation

An innovative coating system that transforms old, worn cabinets, and gives them the look of beautiful handcrafted cabinetry, at a fraction of the cost. Colours available: 24 dark colours and 11 light colours.

\$99

BATHING BEAUTIES

Wall hung wood vanity (39") with ceramic basin, one drawer. To complete the look, the vanity could be harmonized with the side unit (12" x 14" x 55") and the mirror (39" x 24).



NIKEA COLLECTION

| | |
|----------|-------|
| Vanity: | \$499 |
| Mirror: | \$129 |
| Cabinet: | \$299 |



Florence vanity 52", marble counter top with ceramic basin. This vanity can be harmonized with the mirror.

FLORENCE COLLECTION

| | |
|----------|-------|
| Vanity: | \$899 |
| Mirror : | \$149 |

LIGHT UP YOUR LIFE



Oral pendant with
silver laced shade

\$129.99



Ornished square shape
flushmount with clear glass
tear drops

\$199.99



Perignon metal chrome track
family with glass accents

\$49.99 to \$79.99

FULL BLOOM

Inject an uplifting note of spring year-round with these pretty floral-inspired lamps.

TOP LEFT Table lamp with floral-stitched fabric shade

\$34.99

TOP RIGHT Table lamp with ivory floral shade

\$39.99

BOTTOM Pressed glass, opaline white flowers dipped in clear glass

\$319

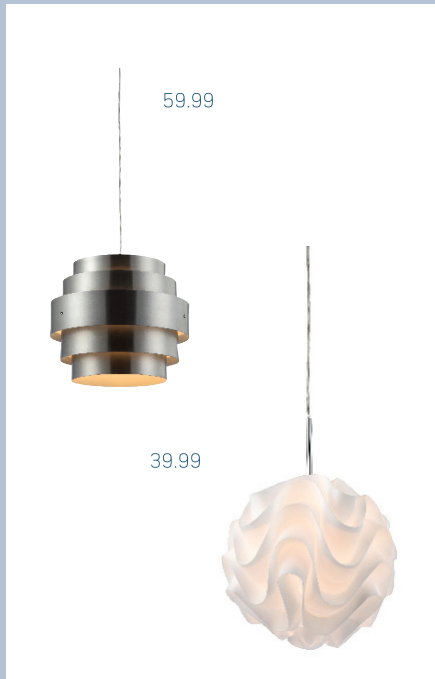


LIGHTING REVOLUTION

Designed to personalize any indoor space.

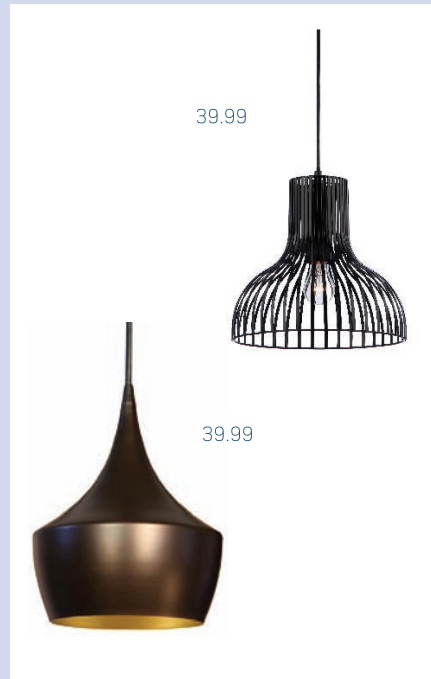
Inspired by real life at a no-compromise price, these suspended lights are the hottest accessories of the year.

CONTEMPORAR Collection



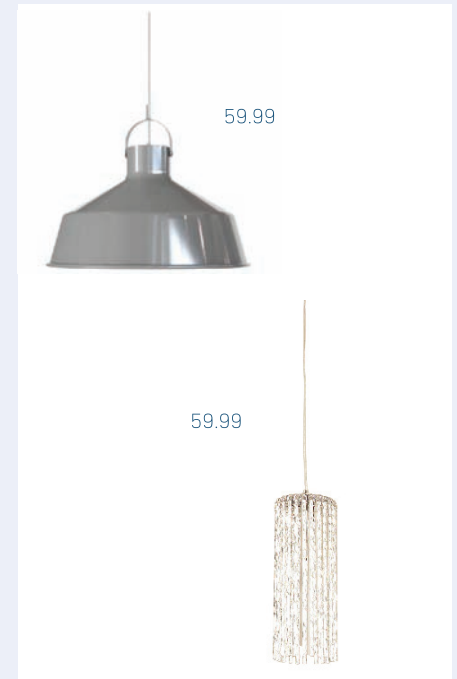
Inspired by *urban life*,
Young and fresh

AUTHENTIC Collection



Inspired by *World Travels*,
Sophisticated and unusual

CHARM Collection



Inspired by the *tradition*,
Warmth and elegance

RONA'S COMMITMENT TO CANADA

RONA is committed to becoming the sustainability leader in its industry in Canada. We recognize that through the products we sell and consume, we have a significant role to play in ensuring the sustainability of natural resources and reducing our environmental footprint.

Accordingly, RONA has adopted an approach that looks at the entire life cycle of a given product—acquisition of resources, manufacturing, packaging and transport, use and end of life—to prevent the transfer of negative environmental impacts from one phase of the life cycle to another.

The products identified in our store under the RONA ECO brand or with an eco-responsible label have been approved by a third party expert; Quantis International a spin off of the International Chair in Life Cycle Assessment at Montreal's École Polytechnique.

Today, we carry over 2200 RONA ECO and eco-responsible products in our stores, 100 per cent of wood lumber sold at RONA originates from certified forests; and from which 39 per cent bear an ecolabel.

We strive to do the same with our employees. In this spirit, we dedicate significant resources to educate and train our employees and to produce and disseminate information that informs consumer choice and promotes the use of environmentally responsible products, where available.

One of our main priorities is to guide our customers in their responsible renovation projects. As a result, we created the Eco-Responsible Renovation Guide with the contribution of CIRAIG, Equiterre and Ecohabitation. This Guide is available on ronaeco.ca.

RONA also operates a number of recovery programs that enable consumers to safely dispose of waste and was the first in Canada to recover used paint.

Find us in a neighbourhood near you:

<http://www.rona.ca/tool/store-locator>



FOR IMAGES, SAMPLES AND CURRENT PRICING, CONTACT:

Karen Nussbaum
MSL Canada
416.847.1317
karen.nussbaum@mslgroup.com

Sophie Arcand
RONA
514.599-5900 ext 5398
sophie.arcand@rona.ca