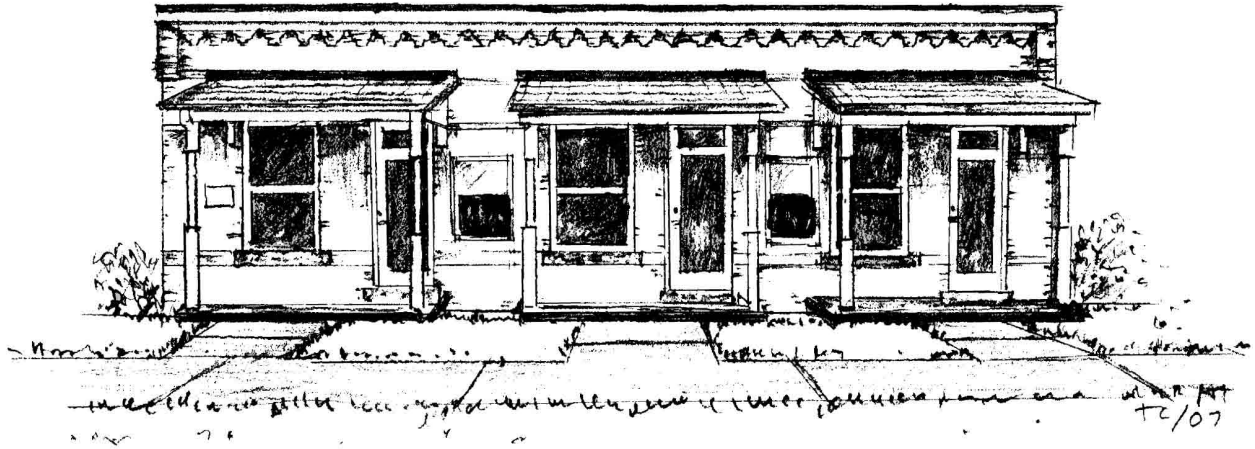


For interviews, images, and additional information, please contact David Sumrak, Director of Marketing at 303-394-9222 or [davids@hwhome.com](mailto:davids@hwhome.com).

## HW HOME COMES HOME WITH BOULDER HOME STORE EXPANSION



Boulder CO | 03\_24\_07 | It's a homecoming for HW Home with the opening of The Studio at HW Home. The opening on Friday March 23rd was celebrated with a champagne reception for many of HW Home's clients and friends. The more than 150 guests were greeted by cello & violin with delicacies by Dish Catering, HW Home's Boulder neighbor. *"It's incredibly heart warming to see so many faces that have supported us from our first day and continue to be loyal clients"*, states HW Home founder Ron Werner. *"Our guests Arnie & Dianne Blumm, for example, were some of our first clients during our first month in 1999. I remember delivering their furniture myself to their North Boulder home. It was wonderful to see them years later, still so very thrilled with their original purchases."*

The nine room row house will stage HW Home's unique Mountain Modern aesthetic. *"It's an exciting opportunity to tell a broader merchandising story"*, states founder Jim Hering. *"We are bringing styles from all over the globe to Colorado and The Studio is our newest showcase."* Boulder Home Store manager Ray Paterson states, *"The Studio will be a true design workshop for us. We're able to show more samples and bring to life all of our new design concepts. This is an exciting time."* HW Design, HW Home's floral design and interior boutique that was stationed in the row houses, has been relocated to a larger design studio in Boulder. The above studio rendering was penned by HW Home Design Consultant and Boulder resident Tom Carter.

### About HW Home |

Founded in Boulder in 1999, HW Home was fashioned by Jim Hering then general manager for Holly Hunt's flagship Chicago Merchandise Mart showroom coupled with Ron Werner as senior vice president with Smith Barney's Chicago office. HW Home has quickly grown as a forerunner in bringing unique fashion forward interior design elements and services to Colorado. With locations in Boulder, Flatiron Crossing, Cherry Creek



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**THE VILLAGE AT FLATIRON CROSSING** | BROOMFIELD | P 720 887 1223 F 720 887 1343

**CHERRY CREEK NORTH** | 199 CLAYTON LANE | DENVER | P 303 394 9222 F 303 394 9111

**THE LANDMARK** | GREENWOOD VILLAGE | OPENING SPRING 2007!

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North, and a Fall opening of the HW Home at The Landmark in Greenwood Village, the HW Home Design Team provides dynamic interior design services to the front range and beyond.

*"We set out to build a great business based on classic American business values that focus on quality, style, value, and great customer service. Most importantly, we measure our success by our customer's satisfaction alone", says Ron.*

Ron and Jim keep their eye on the future. Outgrowing their first store within the first year, they moved next door almost doubling their size. They converted the original location to HW Design ~ a cottage business offering high-end floral design along with architectural design services and European antiques. *"With HW Design as part of our team," states Jim, "it's our way of operating our business in the 'yes'. There's truly no project we can't support."*

This attention to their client's needs brought their Flatiron Crossing store in Broomfield into the fold in August, 2000. With the Fall 2004 opening of their third location in the new Clayton Lane development of Denver's prestigious Cherry Creek North as the flagship, HW Home again more than doubled their size. The fourth home store location in Greenwood Village is slated to open Summer 2007.

*"One of the many things that sets us apart from other retailers and big box chains is our large warehouse operation in Boulder", says Ron. "Over 90% of what we show on our retail floors can be delivered in a day's notice. Need a complete dining room before the holidays? We can make that happen with our white-glove delivery team. Again it's our way of living in the 'yes' and continually striving to satisfy our customer."*

HW Home is strongly committed to showcasing local designers such as Linea Vita Bedding, Zents Aromatherapy, and national brands such as Thomas O'Brien, Mariette Himes Gomes, and Alexa Hampton for Hickory Chair, Michael Weiss for Vanguard, Mitchell Gold + Bob Williams, Bernhardt, Cisco Brothers, Jan Barboglio, Jamie Young, Bonjour, Diptyque, and Salviati amongst others.

## HW Home Honors |

- Nominated for **Innovation Award 2007** by the Colorado Business Committee for the Arts (to be announced March 2007)
- Won **Retailer Of The Year 2006** by the ARTS Awards
- Won **Retailer Of The Year 2005** by the ARTS Awards
- Won **Illumination Design Award 2005** by Illuminating Engineering Society of North America for Cherry Creek North home store architectural lighting design
- Awarded **Equality In Business Award 2003** by the Human Rights Campaign presented by Tipper Gore



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l to r | Arnie & Dianne Blumm with HW Home founder Ron Werner. The Blooms have been clients since the June 1999 opening.



l to r | HW Home founder Jim Hering, Regional Field Editor for Better Homes & Garden and various national magazines Elaine St. Louis, HW Home Founder Ron Werner, and Boulder interior designer Susan Steele of Interior Motives.



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