

HIRSHFIELD'S HERALD

No. 26 APRIL 15, 2025

Springtime means exterior painting is soon approaching! In this issue, we learn more about our tried-and-true **Housecoat** series of premium exterior paints. Plus, we'll dive into part two of the history of Hirshfield's. Bonus? More stories about our awesome people!



CUSTOMER SERVICE



CORE VALUES
Spotlight



It takes a village...and, at times, a whole lot of gumption to complete unusual orders for our customers, especially when details are missing or the process isn't clearly defined. **Janis Underwood**, an Aero Drapery designer, was recently handed a complex drapery order for Dahlia & Ironwood restaurants in Sioux Falls. Her first task was to decipher what was needed from notes left by three other people who had worked on the order. "There were lots of moving parts and Janis quickly grasped what was needed and made great decisions," notes Shannon Scarrella. Janis coordinated with designers, helped to translate their design ideas into drapery products and even drove to Sioux Falls from Minneapolis to ensure a successful installation.

The "village" included Janis, who worked many hours on the project, using great communication, coordination and follow-through; the Sioux Falls store, which is where the draperies were shipped to and held before they could be installed; and independent drapery installers, Todd & Paul, who were connected to this project by the Sioux Falls team and who made extra trips to complete the installs and to ensure a successful finished product. "Our installers are the final contact on most jobs," notes Janis, "and without these competent installers we could not do what we do." This project is an example of excellent customer service through teamwork. Well done everyone!

Customer
Experience
Innovation
Trust
Ownership

UPCOMING EVENTS

Scan Here
for MORE!



meet the team: DESIGN RESOURCE

Pictured Left to Right:

Kathy Basil - 40 yrs
Meropi Efstathiou - 33 yrs
Jean Haukaas - 4 yrs
Gregory Yaghsejian - 38 yrs

115
Years of
Service!

Speaking of longevity...

ANDREA MANDEL & DAWN FEDA



Then and Now!

Our Queens of Decor! Thank you Andrea and Dawn for 38 & 36 years respectively of creating beautiful spaces for our happy customers!



AJ Whipple: Savage	Kelly Mattson: Aero
Dan Haegle: Savage	Matthew Bosell: Roseville
Dan Knudsvig: Fargo	Nathan Nelson: Alexandria
Devin Kehoe: Maplewood	Paige Newby: Sioux City
Javharie Ross: Monticello	Robert Nordstrom: Baxter
Marie Wittbracht: Shop at Home	Ron Opheim: Sales
Steve Gifford: Sales	Sarah Glatzel: Edina

FOR THE WIN

PROJECTS • ADVICE
COLLABORATION

PROJECT: Innovize Warehouse, Vadnais Heights

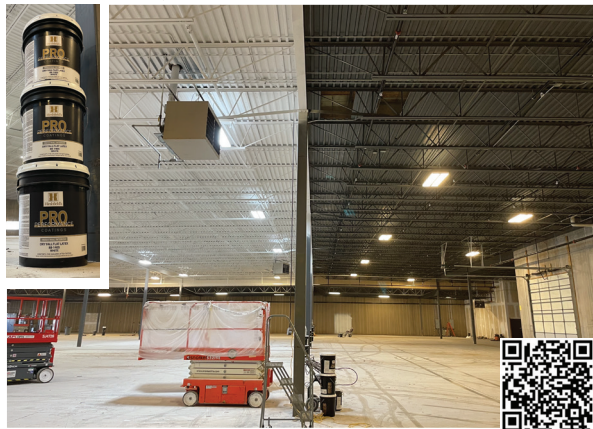
PAINTER: Five Star Painting

SALES REP: Steve Gifford

SERVICING STORE: Woodbury

PRODUCT: Hirshfield's Dry Fall

DETAILS: Both the team at Woodbury and Steve worked to build a relationship with Five Star Painting and because of those efforts, the painter reached out to us for advice on painting a commercial ceiling. HPM Dry Fall was recommended and 460 gallons later, we have a happy customer! The Woodbury team went above and beyond, coordinating with HPM & Lallaks to have the palettes with many pails shipped to the store for shaking and re-palletizing - not an everyday task for the store - and then shipped to the painter. "Woodbury was on top of it," noted Steve, "they handled it great, with no hesitation, took it on and owned the opportunity!"



Shout Out to Woodbury for a 5 STAR Rating (see what we did there?) in Relationship Building and Bringing a Can-Do Attitude!!

Learn MORE about Dry Fall Here!



Yet Another Episode of All in the Family!

In this episode we learn about Corey Jensen, Warehouse Manager Extraordinaire, and his nephew, Jake "Mr. Hirshfield" Jensen.

Corey has been managing the operations of our warehouse for the past 25 years and has seen a lot of changes throughout that time. It all began with him hearing about this position through a friend of his wife, Lupe; her friend Clare was the HR Manager of the H

at the time. He returned early from his honeymoon to interview for the role because who wouldn't jump at the chance to work at Hirshfield's?! He was having so much fun, he recruited his stepdaughter, Sadio, to work with him while she attended college. She then worked full-time as an accountant here for almost 17 years. His son, Aaron, also worked with him in the warehouse during the summers while he attended college for five years.

Most recently, Corey introduced his nephew Jake to Tedd Petrich at the Maple Grove store. Jake joined the team in 2023 and has been enjoying what he describes as the "uniqueness of every day." He particularly appreciates the interesting projects that customers are working on, such as needing paint for museum murals and, more recently, for antique harpsichords! Rumor has it that Jake is an artist himself and creates fabulous drawings. This information comes from his uncle Corey, who has requested to remain anonymous.

Thank you, Corey and Jake, for sharing your talents with us - we are fortunate to have you both!

The family connections at Hirshfield's are abundant, reflecting our culture. 

LOCATION LOVE



ANNIVERSARIES

Help us recognize and thank the following team members who are celebrating an employment anniversary this month!

Beth Zentzis-Shop At Home: 36
Michelle Picha-Edina: 33
Jeff Livingston-Uptown: 24
Jeff Peterson-Edina: 22
Daniel Haegle-Savage: 12
Jon Nelson-Eden Prairie: 9
Daniel Vetter-HPM: 8
Caden Heinle-Detroit Lakes: 7
Andrew Simon-Rochester: 3
Tristan Hamilton-Sioux Falls: 3
Blaine Borchardt-Accounting: 3
Kent Zylstra-Sales: 1
Jackson Lynch-Alexandria: 1
Austin Jensen-Minot: 1

Congratulations!

fast & to the point

01 COLOR CONSULTING REFERRAL \$10 SPIFF:

Earn \$\$ when your refer a customer who completes a consult with one of our professional colorists! Click here for a link to the referral form----->



02 NEXT LEVEL GENIUS: Shout out to Phil Schneider at our West St Paul store who came up with the marketing idea to print our Hot Buys sheet on the back of invoices for our contractors - feel free to try this at home, kids! Well, your home store that is.

03 A LEGEND RETIRES: Although he didn't want a lot of fanfare about this monumental event, we really wanted to say a massive THANK YOU to **Bill Coffin** for his 30 years of building Hirshfield's into the go-to retailer for wood coatings and for his role in expanding west. It's hard to overstate Bill's impact on Hirshfield's! His drive and invaluable expertise will be sorely missed. Lucky for us, his legacy continues in his sons, Jess & Mitch. No pressure guys, but those are some BIG shoes to fill! Happy (Semi) Retirement Bill!

You are truly a LEGEND.



JESS - BILL - MITCH



Jeremy Wallins - Baxter
Kasey Hollander - Rochester
Jeremiah Jackson - Baxter
Alex Dorman - Lakeville
Micah Helgersen - St. Cloud
Jazmyin Hall - Baxter
Andrew Hull - Baxter
Theodore Franz - Baxter

The History of Hirshfield's

PART 2

1957 - Store Locations Expand

When Dr. Frank Hirshfield died suddenly in 1957, the third generation, Frank "Bud" Hirshfield, came into the business.

Bud's initial strategy was store expansion intended to follow the post-war urban sprawl. The baby boom was in full swing and families were moving out from the core cities of Minneapolis and St. Paul. The country's first major enclosed shopping mall, Southdale, was developed in the mid-fifties and this trend of major retail shopping centers was to continue around the Twin Cities area.

Hirshfield's first suburban store opened in Richfield in 1959. Bud Hirshfield determined early on that by situating free-standing stores adjacent to, but not within, these major centers would best serve the nature of the Hirshfield's business model: close enough to capture the traffic generated by the retail centers, yet far enough away to provide easy vehicle access for the painting contractor trade. When the Brookdale Shopping Mall in Brooklyn Center was built in 1965, Hirshfield's opened a store there. When Rosedale Mall opened in 1966, Hirshfield's opened another store nearby.

These new Hirshfield's stores were inspired by a colorful imagination, no doubt inherited from a talented grandfather. Bud set the style for his company's new stores: artfully merchandised and equally comfortable wallcovering departments with an ambiance that encouraged shopping; extensively stocked paint departments with the finest products available; a play area for kids; and most importantly, the right people to make it all happen.

The Twin Cities were growing and Hirshfield's was growing, too. In 1970, the Richfield store was moved to a location across from the Southdale Shopping Center. The décor precisely reflected the bright, flowery colors of the era, with lime-green shag carpet in the wallpaper department and viewing tables draped with harvest gold and avocado wallpaper selections. Paint colors were selected at a spacious sales counter. Soon there were major malls in Minnetonka, Burnsville and Maplewood. And Hirshfield's stores opened near them all.



1981 - Designer Showroom Opens

Hirshfield's and Warner Wallcoverings opened The Hirshfield-Warner Showroom, a joint venture in a wallcovering and fabric showroom catering to the professional designer trade. The Hirshfield-Warner Showroom was one of about 15 suppliers to the design industry sharing showroom space in Harmon Court, a small merchandise mart in downtown Minneapolis open to the trade only. As the Chicago Merchandise Mart-style format gained in popularity, the developer of Harmon Court expanded the concept and renovated the former Munsingware factory to create International Market Square in 1984. The Hirshfield-Warner Showroom was one of the original tenants at IMS with a fabulous second floor balconied vista overlooking Glenwood Avenue and, as it would turn out, the future site of Hirshfield's corporate offices and combined warehouse facilities.



1991 - In January 1991, The Hirshfield-Warner Showroom left IMS and relocated across the street on the current Hirshfield's corporate campus. The showroom reopened independently as Hirshfield's Design Studio, complete with a new second floor, and began serving the interior design community with high-end wallcovering and designer fabrics.



Late 1960's Retail Promotion

1982 - Paint Manufacturing

In 1982, Hirshfield's embarked on a new venture: manufacturing their own line of paints and coatings. Hirshfield's had been experimenting with some locally manufactured private labeled products and felt the timing was right to offer a family of core consumer paints through their stores. By manufacturing its own brand, Hirshfield's could exercise control over all aspects of quality, distribution and pricing to deliver an excellent product positioned to complement the national brands represented on their shelves. Hirshfield's gained admittance and membership in Color Guild International, a national paint manufacturer's purchasing group providing access to color tools, merchandising aids, raw materials and industry support. Hirshfield's Paint Manufacturing, grew quickly with excellent consumer reception and strong acceptance with the contractor market. The HPM paint factory had undergone a series of expansions over the years and now offers single batch runs of 3,000 gallons and produce nearly 1,000,000 gallons a year. HPM's chemists have developed products sold exclusively at Hirshfield's stores as well as specialty coating for niche markets.



Read Part 3 of our story in the May newsletter!



Product Spotlight!

HOUSECOAT



100% Acrylic

Tenacious Adhesion
Blister Resistant
Flexible: Expands &
Contracts With the Weather



Low Temp Application

Can be Applied Down
to a Surface
Temperature
of 35°F



Advanced Moisture Shield

Resists the Effects of Dew or
Light Rain on Newly Painted
Surfaces in Half the Time of
Conventional Paints



Available Sizes

Quarts, Gallons
5 Gallon Pails
Drums & Totes



Low VOC

GREENWISE
Certified
Meets Environmental
Performance Standards

**Where
to Apply:**



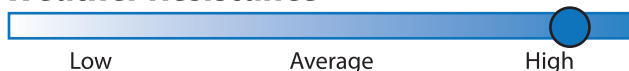
PROPERLY PREPARED:

- **Wood Siding** (Flat or Low Lustre)
- **Trim** (Low Lustre or Satin)
- **Wood Shakes** (Flat)
- **Concrete Block** (All Sheens)
- **Aluminum Siding** (Low Lustre)
- **Metal** (Low Lustre or Satin)
- **Hardie Board** (Flat or Low Lustre)
- **Cement Siding** (Flat or Low Lustre)
- **Stucco** (Flat)
- **Vinyl Siding** (Low Lustre)

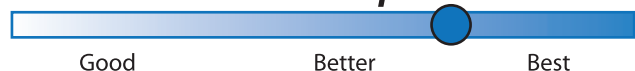
(Note: LRV of 55+ or colors that are lighter than original)

**One of our
BEST VALUE
PAINTS!**

Weather Resistance



Place in Exterior Line-Up



East of Use



Pricing

