

# Focus on small business



For the latest in new fall fashion designs visit **Gemini Jewellers!**

*Your best source for gold, silver and diamonds*



776 Queen Street 519-396-7777

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## Retail outlet says service and stewardship are the keys to success



Husband and wife team Darrel Perry and Teresa Spreitzer came to Kincardine nearly five years ago with two goals in mind. They wanted a small, engaging community to raise their family in, and to open a financially-viable retail store that would be a reflection of their personal business philosophies and experiences.

That meant providing the best possible retail experience for the community, as well as establishing themselves as community supporters. After researching the retail needs of the community, Penetangear was launched.

Its market niche is servicing the everyday and adventure clothing needs of men and women, with specialty clothing for children. Not just an "active wear" outlet, the store provides trusted brands of inner and outer wear that customers return for time and time again. Product lines include Prana, Kuhl, Woolrich, Levis, Tilley and NYDJ (Not Your Daughters Jeans). Icebreaker and Smartwool socks and clothes containing merino wool (the finest sheep fleece available) and SunSmart products that provide a UV barrier. Penetangear is the largest supplier of aquatic clothing and equipment for more than 100 kilometres in any direction, and are the preferred supplier for swim clubs in Goderich, Kincardine, Port Elgin, Hanover and Owen Sound.

With a small store footprint, Darrel and Teresa strive to make the most of the shopping experience. There is a focus on finding the best fit possible for every body type, with sizes XS to 3XL and plus sizes available. Staff is trained weekly so that there is a thorough understanding of product knowledge and fitting, and what they don't have in the store, they can source. Salespeople spend their time on the floor assisting customers, not hidden behind a counter, and take that extra step by contacting customers when their preferred items or items they might like hit the store shelves.

Penetangear has become a community stakeholder, forming partnerships with non-profit groups such as Canadian Mental Health Association, the Special Olympics Kincardine athletes and the Kincardine Legion. In just four and a half years, they have spearheaded a number of events that have become community favourites, including the Penetangear Yoga Festival and the Penetangear Tobogganing Grand Prix on Family Day. Penetangear is a Chamber of Commerce member, Darrel is the director of events for the BIA and sits on the executive of Walker House. He knows that Queen Street is a gem that needs to be nurtured and promoted.

Darrel and Teresa's secret to the ongoing success of Penetangear continues to be exceptional customer service, unique clothing that the community needs and being a valued member of the community. Customers appreciate the unique quality products, shopping experience and enjoy working with a community supporter. They continue to bring Penetangear their business and recommend them to friends and family as the place to shop for the clothing you need in Kincardine.

HOURS  
 Mon. - Sat. 9:30-5:30  
 Thurs. 9:30-8  
 Sun. 12-4

# New Arrivals

Jbs lingerie

789 Queen Street, Kincardine  
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# PENETANGEAR

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# Focus on small business

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828 Queen St. Kincardine, ON N2Z 2Y2  
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## Local jeweller offers more than just gems



Holly Trudgeon and store owner David Hicks are ready to assist customers with all their jewelery and special occasion gift needs.

While Gemini Jewellers has only been on Queen Street for three years, owner David Hicks has nearly 44 years of experience in the industry. His proficiency in watchmaking, gold-smithing and retail means his customers can count on taking advantage of a wide range of services offered and large selection of items when visiting his store.

Located at 776 Queen Street in Kincardine, the store offers a large inventory of gold and silver products, including everything from necklaces to rings to earrings. The store has an impressive selection of watches, and because of his training as a watchmaker, Hicks is able to service what he sells, including changing watch batteries onsite while the customer waits.

Gemini Jewellers also offers numerous special occasion gift items, including those needed for weddings, births and anniversaries. Clocks, framed pictures and treasures in crystal and porcelain are attractively displayed on the walls and shelves.

A Monday to Saturday operation, Hicks will often keep his doors open on Sundays to show his support for local events. He is appreciative of the time and effort the municipality and BIA put into driving traffic to the town core. While he doesn't depend on out-of-town traffic, Americans in particular will stop in during the summer months and have become annual customers.

Hicks credits his staff for much of his success. Holly Trudgeon and Joanne Brick are always available to answer questions and assist customers in finding that perfect item. He adheres to the tried and true methods of promoting his business, and relies on print advertising, referrals and face-to-face service to bring in customers and build relationships with them.

While the internet may be his biggest competition, it can't offer the hands-on care and service that Gemini Jewellers can. His customer base, which for the most part is local, has put its trust in his skill, and appreciates the value he offers. He stands by his philosophy of, "If you shop at Gemini Jewellers, we will do our absolute best to make you happy that you did."

## PENETANGEAR

Men's Clothing for WORK, ADVENTURE and EVERYDAY



\* Sizes up to 3XL \*  
 \* Short and Long Leg Lengths \*

#FitsEverything

791 Queen Street, Kincardine  
 Open 7 days  
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## Featuring Canadian Diamond Engagement Rings!



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