

# Growing in Ways That Benefit Your Remodeling Projects



## GR Mitchell

has served Lancaster's builders, remodelers, and homeowners for several generations. Over time, as construction standards change, product innovations enter the market, and needs of the community evolve, GR Mitchell has leveraged its ability to quickly adapt and grow. The latest customer-centric move for the independently-owned material

supplier: Acquiring Ironstone Building Materials.

### Two Local Favorites Combine

Ironstone has a history of their own in the Lancaster market. What started in 2000 as a flipping hobby for Dave O'Connor quickly gained momentum, carving out a name for themselves as THE affordable building material supplier in the

area. With a focus on decking, railing, doors, cabinetry, and trim, Ironstone found its permanent home on Hempland Road in Lancaster in 2011 and achieved recognition across state lines into Delaware, Maryland, New Jersey, New York, and more.

Years later as Dave approached retirement, a succession plan for the business emerged from a



by **Deirdre Kreider**  
*Director of Business Development*  
**GR Mitchell**

familiar place. Dave's son, Jesse, attended high school with the current owner of GR Mitchell, Tom Keller (seen on the exterior deck display at Ironstone). When approached by Jesse, Tom jokingly responded with a chuckle and directive to "Just leave the keys under the mat." Those casual conversations soon became potential for 2 of the last independent players in the local building supply industry to come together as 1, a transaction made final this spring.

### Moving Forward Together

While Ironstone got their start selling 2nd hand materials and discontinued sku's, this makes up only a small percentage of their sales today. Smart purchasing habits with a laser focus on high demand products have driven growth for the organization, a strategy that GR Mitchell plans to extend into their shared future. Ironstone's name will go unchanged; however, the influence of GR Mitchell's branding has become apparent as their signature blue is applied to various assets. Ironstone's reputation as the most budget-friendly supplier in the region will remain solid, further strengthened by the combined buying power of these two leading suppliers. A fusion which has caught the attention of the nation's largest manufacturers whose unique buying programs now

extend to the combined customer base.

The joining of the businesses has also greatly improved the breadth of assortment available to each location's customers. Stocked decking, railing, flooring, doors, and bathroom vanities hadn't been an area of focus for GR Mitchell due to space constraints. Unparalleled

convenience and value in those categories are now extended to customers who were traditionally supplied by GR Mitchell.

On the flip side, in addition to now having access to an expansive assortment of lumber, hardware, and other materials, Ironstone's loyal customer-base will benefit from investments that Mitchell's







In addition to a well-appointed showroom (as seen on this page), GR Mitchell has a wide variety of selection options from the leading manufacturers along with design professionals available to assist.



had long been prioritizing: best-in-class ERP system (Enterprise Resource Planning—business management software), dynamic delivery fleet, customer and staff education, etc.

### What To Expect if You're New to GR Mitchell and Ironstone

Put briefly: A huge assortment of quality building materials in stock plus the ability to special order, or custom craft, items you need to complete a project, all at competitive prices.

GR Mitchell's Willow Street showroom (this page) features samples from 6 leading window manufacturers, a massive door display, interior trim options for any project, seemingly unlimited deck color samples, a freshly redesigned cabinetry design showroom and, of course, Lancaster's best hardware store (as voted by LNP's readers). Their knowledgeable team can help advise on projects, perform lumber estimates, source hard to find products, and even pair homeowners with trusted contractors. The GRM team has been supplying Lancaster for over 50 years, and whether we're delivering to a small remodel project or the new construction of a multifamily



-DOORS & WINDOWS-



-CABINETRY & COUNTERTOPS-



-HOME & HARDWARE CENTER-



-DECKING & RAILING-

VISIT OUR  
NEW BRANCH



BUILDINGMATERIALSPA.COM  
3009 HEMPLAND RD  
LANCASTER

# GR Mitchell

WILLOW STREET, LANCASTER & YORK  
BUILDING SUPPLY | DESIGN SHOWROOM | HARDWARE CENTER  
GRMITCHELL.COM | 717-464-2999



# GRMitchell



**YOUR COMPLETE BUILDING SUPPLY AND HOME CENTER.**  
We're Your Friendly, Down-The-Road "We've Got That"  
Home Center.

For five decades, GR Mitchell has been serving the residents and businesses of Central PA. The hardware store in Refton that George R. Mitchell bought in 1969 now serves the greater part of Pennsylvania, Delaware, and Maryland. As the company grew, we still maintained our commitment to the community and family values that started over 50 years ago. Our True Value Home Center, Cabinetry Design Showroom, Lumberyard, and Building Materials Company are each focused on bringing you the right products for your job at a price and quality that beat expectations.

President Tom Keller (right) has been in a leadership role at GR Mitchell since 2015. With the help of VP Betty Marley, Director of Operations Ryan Darrenkamp (also pictured), and Director of Business Development Deirdre Kreider, GR Mitchell has been able to expand in ways that better serve both their homeowner and pro customers.



community, every customer is treated like a friend.

While GR Mitchell's newest branch might not offer quite the same showroom experience, customers are invited into the Ironstone warehouse (left) to peruse what's in stock, which is also visible online (with retail prices) at BuildingMaterialsPA.com. With Pennsylvania's best deals in decking, railing, and more, the cash and carry experience at Ironstone is unparalleled. This DIY'ers dream also provides you with an option outside of big box stores to select and take-home exterior doors, bathroom vanities, and more that same day. If you don't have access to a vehicle capable of hauling, delivery is available, too. And while you won't be able to take them home that day, Ironstone's showroom also features value-based cabinetry lines and design services that you can depend on for your new kitchen.

To learn more about GR Mitchell and their ability to supply your projects, visit GRMitchell.com. Stocked inventory at GR Mitchell's newest warehouse at Ironstone can be viewed at BuildingMaterialsPa.com.



## Fall in Love All Over Again

*Garman Builders Renovations*

Has your home lost its loving feeling? Ignite the spark and embrace the beauty of a home transformed with Garman Builders Renovations.

**Specializing in kitchens, basements, full-home remodels, in-law suites, additions, and more**

**Schedule a consultation today!**

GarmanBuilders.com  
717-879-9627



SCAN ME

## did you know?



**Awnings can seriously reduce your energy costs. A recent study done by the University of Minnesota found that air conditioning costs could be lowered by up to 30% with a properly installed awning.**

## take control of your weekends...



**put your home improvement projects into the hands of the pros.**

**HIRE A PROFESSIONAL**