



STEVE NAGY/News-Democrat

Arrowhead Building Supply opens its latest branch in Fairview Heights next week. "Your home says who you are," says the company's chief managing officer Rick Pogue.

Showroom gives life to imagination

BY WILL BUSS
News-Democrat

FAIRVIEW HEIGHTS — The home-building supplier's new showroom has a neighborly feel.

Walking inside Arrowhead Building Supply's new 8,000-square-foot building in Fairview Heights is like a walk down a street indoors. Inside are three 15-by-15-foot miniature display homes built from the siding, windows, doors, decking material, fencing and shingles that the store sells. The showroom includes miniature sidewalks and street signs.

Company chief managing officer Rick Pogue said he came up with the idea about four years ago and incorporated the concept into Arrowhead's Missouri stores in Hollister and Springfield.

He said he wanted to do something different from

the competition and created another miniature neighborhood at the new Fairview Heights store at 9669 Illinois 161 to give consumers a sense of how their products would look on a house.

"The exterior of your home says something about who you are," Pogue said. "Inside of your home, not everyone sees, but if you want to make a statement it's your home's exterior. Your home says who you are. We build in people's imaginations."

The metro-east store opened last week after operating for the past eight years in Belleville. Store manager Drew Kiphart said the former location at 17 Rebel Parkway was only 800 square feet, so the new space offered much more room and an opportunity to implement Pogue's distinct showroom dis-

plays.

"It's a lot better," Kiphart said. "It's a lot bigger, nicer, cleaner. It's a lot better facility for what we do here."

The new metro-east store also has a drive-through that allows contractors to order and then pick up small building materials without having to leave their vehicle.

The store also sells Arrowhead's exterior building products called Outside Elegance. Pogue said this in-store brand

offers a variety of higher end products that is more affordable than many consumers realize.

Pogue's father, Jerry Pogue, and his partner own the business. Steve Schulte founded Arrowhead in 1997 and ran it until his death three years later.

Headquartered in St. Peters, Mo., the company also has stores in Pevly, Mo.; Springfield, Mo.; Hollister, Mo. and Lowell, Ark. The company employs 110.

Pogue said the new store was just Phase One.

Phase Two is a new 30,000-square-foot warehouse to be built behind the store, and Phase Three will be a shingle recycling operation that will grind old roofing shingles into a fine powder that will be mixed into asphalt for roadways.

A grand opening is scheduled for Saturday.

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