

PRESS RELEASE



For inquiries, please contact:

+63 917 581 4504

AllHome Builder's Center strengthens AllHome's foray into builder's market

AllHome, the country's only full-line home center, intensified efforts to tap the builders' market with the opening of its new builder-centric retail location in Las Pinas City. AllHome Builder's Centre Evia is the newest addition to the AllHome's growing roster of stores. With a total floor area of almost 2,500 sqm, the newest AllHome Builder's Centre houses a wide selection of new and contemporary tile designs, modern sanitary wares, hardware items and comprehensive building material offerings. With wider aisles and higher shelves for proper storage and space maximization, this new location is tailor-fit to builders and contractors. AllHome's exclusive in-house brands such as Rossio, Lustro, Brauhn, Finestra, are bannered alongside top-selling brands, all sourced directly from local and foreign suppliers, ensuring both competitive pricing and top quality for customers.

Recognizing the opportunity in loyal customers, the AllHome Builders' loyalty card is given free to new customers, a nod to its effort to increase membership base by tenfold in the next three years. This card is given free to all professionals and features year-round promos and automatic discounts on AllHome exclusive brands. Currently, the AllHome Builder's Loyalty Card has 1,017 members.

"AllHome Builder's Centre aims to make material-sourcing much more convenient and less time-consuming for builders and contractors. This store is designed to provide the no-frills shopping experience preferred by busy builders.", said Manny B. Villar, Jr., AllValue Chairman.

The Builder's Centre is located at Evia Lifestyle Center, strategically located at the heart of Alabang. It is easily accessible to building professionals who service projects in the South of the Metro—Cavite, Laguna and Batangas. Additionally, its ease of access to exclusive residential developments like Portofino, Verdana Homes, and Ponticelli has made it a favorite amongst the affluent market.

Especially with prevailing circumstances, AllHome continues to guarantee a safe shopping experience. All stores employ strict safety and sanitation measures to assure both shoppers and employees that every location is safe, clean and compliant with stringent protocols, over and above government regulations. AllHome's employees are monitored to ensure fitness for work. Every AllHome utility—Elevators, escalators and all common areas—are routinely sanitized, while physical distancing is strictly enforced.

#