

PRESS RELEASE



For inquiries, please contact:

+63 917 581 4504

AllHome strengthens presence in North Luzon with the opening of its Isabela branch!

AllHome, the country's pioneer one-stop shop for home needs, further shores up its presence in the northern corridor of the Philippines with the opening of its 46th location in Santiago City, Isabela. Located near the established community of Lessandra, this new AllHome location was built to serve both the homeowners and homebuilders of Santiago and nearby provinces of Nueva Vizcaya and Quirino and the neighboring cities of Cauayan, Ilagan, Tabuk, Tuguegarao, and the rest of Cagayan Valley. With this opening, these northern cities can now access a comprehensive and world-class source for home and building needs. Additionally, this 46th branch is in keeping with AllHome's thrust for expansion, reflecting the optimism of the company for the remainder of the year, despite the pandemic.

"We have a solid pipeline of new stores around the country and have the ability to fast track construction of those stores given AllHome's synergistic affiliation with Vista Land", said Manny B. Villar, Jr., AllValue Chairman. "We are just timing the opening of those stores given the recent situation", he added.

Located at the center of trade, commerce and manufacturing in Isabela, AllHome Santiago is set to cater contractors, architects, interior designers, and homeowners. This new store is the 5th store of AllHome in Luzon outside Mega Manila, and adds to the 36 stores in Mega Manila, 2 in Visayas and 3 in Mindanao. With this new addition, AllHome is now present in 28 cities and municipalities in prime locations across the country.

AllHome carries seven (7) key categories—hardware, construction, tiles and sanitary wares, furniture, appliances, linen, and homewares—everything you need for a home, from building to furnishing. AllHome also banners exclusive house brands, which take pride in their durability and quality.

Now more than ever, AllHome guarantees a safe shopping experience. All stores employ strict safety and sanitation measures to assure shoppers and its 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.

AllHome President Benjamarie Serrano said, "We are confident with the pipeline of AllHome, especially with the easing of community restrictions. AllHome's strength of being close to residential communities makes it a go-to place during quarantine periods and even after the community quarantine. It is important to consumers to shop closer to home, in a space that is not overly crowded for their own safety. As a home essential provider, AllHome will continue to serve those who are fixing their own homes or contractors who have resumed construction activities."

#