



THE HULLS

CHUCK

DONNA

ANDY

CAROL

"I am a contractor and love the knowledge of materials from the employees at Jaspan."

- Duane Reger

SECTION ATLANTIC HIGHLANDS

by CJ ANSORGE

JASPAN BROS. HARDWARE NUTS, BOLTS & BEYOND

Nothing says hometown like a family-owned hardware store that's been part of the community for so long that nobody in town can remember when it wasn't there...and everybody counts on it like clockwork. In Atlantic Highlands, Jaspan Bros. Hardware is that place.

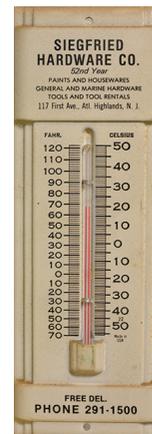
Current owners and brothers, Andy and Chuck Hull, carry on the tradition that brothers Stephen and Dennis Jaspan took over (circa 1983) from Frank Siegfried who opened the first store at 117 First Avenue, Atlantic Highlands in 1925. The location hasn't changed in 90 years and the warmth of its long history greets you like an old friend when you walk in the door.

Jaspan opens at 8 every morning but Sunday...when it opens at 9. The Hulls are there: Andy and his wife, Donna, and Chuck and his wife, Carol, along with a staff that averages at least five years working in the store. The Hull families are third generation in Atlantic Highlands. Both brothers are in the volunteer fire department. Their father, David, and grandfather, Charles, were ex-chiefs. This year, Jaspan Brothers is providing the lights for the town Christmas tree, and putting them up.

Andy's worked in the hardware store since he was in high school in Atlantic Highlands. "We know the names of more than half the people who come in," he says, speaking volumes about customer service. "Living in a town, you understand what the people who live here need. A hardware store is different from other retail businesses," he explains. "It can be so many different things."

"This is not a huge warehouse where you have to walk a football field and have send out smoke signals to ask a simple question. This store is generously staffed with knowledgeable, friendly and helpful people who know their stuff and can advise in more ways to Sunday on how to approach a problem."

- Billy Vitale



Paints and Housewares. General and Marine Hardware. Tools and Tool Rentals. An original Siegfried Hardware Co. wall thermometer once given out as a store promotion displays a products-and-services list that still holds, but much has been added over the years. "We change our products to fit our customers," Andy says, "rather than just fill a niche." And being a True Value retailer helps keep prices at Jaspan more than competitive.

The 3,500+ square feet of floor space is packed with time-honored aisles that are not merchandised-to-make-you-buy, but rather filled with pantry-style shelves with every imaginable household necessity simply displayed, along with all the nuts-and-bolts of countless hardware, marine, and building supplies. Benjamin Moore paints have their own department that was remodeled and expanded to become a "Signature Store" after the Hulls bought the business in 2003. The Jaspan family had modernized the store, computerizing the point of sale and inventory control systems, giving the current generation of owners a solid platform for growth.

Whether you come in for a window screen or garden rake, a single wood screw or a toilet seat, house paint or plumbing supplies, a load of top soil or salt for your driveway, hand tools or housewares, Christmas lights or...you'll get the same warm welcome and helpful personal attention that's made the corner store at First and West Highland Avenues the hometown hardware place to shop for generations.

117 1ST AVE., ATLANTIC HIGHLANDS | 732.291.1500 | JASPANHARDWARE.COM

From top: Customers Diane Baranek and Ron Ukzak with Carol Hull; Jaspan Bros. storefront; Chuck Hull helps a customer.

