



## Fact Sheet

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**What is The Grommet?** [The Grommet](#) is your shop for discovering independent Makers. Every weekday we reveal innovative new products, selected by our experts for you.

The Grommet discovers, evaluates, and selects products (or “Grommets”) and has helped more than 2,500 Makers, inventors, and entrepreneurs across 16 categories reach consumers through its curation, storytelling, e-commerce, marketing, and fulfillment management. To date, more than 2 million items have been sold. One in 50 US households have bought, supported, or shared via The Grommet.

The Grommet is disrupting the traditional retail model with a new vision for e-commerce and wholesale distribution, changing the way people buy products online by helping them find products that align with their own values or retail setting. It’s like ABC’s “Shark Tank,” but where consumers decide what will be a success.

**Growth:** The Grommet’s revenue grew 15% from 2015 to 2016.

**Mission Statement:** To give innovative products the opportunity and amplification to succeed, and give the world a place to discover them.

**Company Values:** The Grommet’s mission is rooted in the philosophy of Citizen Commerce™, a movement that enables product purchases that express powerful contemporary values around sustainable living, philanthropy, technology and innovation, and social enterprises. With Makers from across the world selling on The Grommet, it focuses on products that are crowdfunded, handcrafted, made in the USA, and made by independent Makers and underrepresented entrepreneurs.

**Leadership:** The Grommet was launched in 2008 by [Jules Pieri](#), Co-Founder and CEO, and [Joanne Domeniconi](#), Co-Founder and Chief Discovery Officer. The Grommet currently has more than 80 employees and is headquartered in Somerville, Massachusetts.

**Success Stories:** The Grommet has launched and helped establish such household brand names as:

[Alex and Ani](#)

[FitBit](#)

[IdeaPaint](#)

[S'well](#)

[Sugru](#)

[BabyCakes](#)

[Food Should Taste Good](#)

[OtterBox](#)

[SimpliSafe](#)

[Yaktrax Traction Devices](#)

[Bananagrams](#)

[GoldieBlox](#)

[Plumen](#)

[SodaStream](#)

**Maker Movement:** The rise of 3D printers, laser cutters, computer-aided design, open-source hardware, hackerspaces, and crowdfunding has enabled the Maker Movement to happen. The Maker Movement contributes to 28 million small businesses in the U.S. that create 2 out of every 3 new jobs. 8 million new jobs were created by small businesses since 1990. In the same time, big businesses eliminated 4 million jobs. [Infographic](#)

*“This Maker Movement puts power in the hands of the people to fund, design, prototype, produce, manufacture, distribute, market, and sell their own goods.”* —Jeremiah Owyang, Web strategist and industry analyst

**Total Subscribers:** The Grommet has more than 2.9 million subscribers to its daily email launch alert.

The Grommet’s social media accounts have more than 500,000 fans, followers, and subscribers:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[YouTube](#)

[Pinterest](#)

**The Grommet Wholesale:** In June 2014, The Grommet launched [The Grommet Wholesale](#), helping Makers sell through Main Street Retailers across the U.S. The Grommet Wholesale now distributes products to more than 10,000 retailers.

**Recent Awards:**

- Massachusetts Innovation & Technology Exchange’s “Disruptive Genius: Company” Award (2016)
- *Gifts & Decorative Accessories* magazine’s Retailer Excellence Award for “Rising Star” for The Grommet Wholesale (2015)

**Recent Notable Events:**

White House Maker Faire: As part of The Grommet Wholesale’s launch, Jules Pieri and Joanne Domeniconi attended The White House to represent The Grommet's role in the Maker Movement on June 18, 2014 as part of [The White House’s first-ever Maker Faire](#).

Harvard Business School [Case Study](#): Published in November 2014.

Published first free ebook, [“Makers Who Made It: 100 Stories of Starting a Business”](#) in 2016.

**Investments:**

In October 2017, the Ace Hardware Corporation acquired a majority stake in The Grommet.

For more than 90 years, Ace Hardware has been known as the place with the helpful hardware folks in thousands of neighborhoods across America, providing customers with a more personal kind of helpful. In 2017, Ace ranked "Highest in Customer Satisfaction with Home Improvement Retail Stores, Eleven Years in a Row," according to J.D. Power. With more than 5,000 hardware stores locally owned and operated across the globe, Ace is the largest retailer-owned hardware cooperative in the world. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and also have distribution capabilities in Ningbo, China; Colon, Panama; and Dubai, United Arab Emirates. Its retailers' stores are located in all 50 states, the District of Columbia and approximately 55 countries. For more information on Ace, visit [acehardware.com](http://acehardware.com) or the company newsroom at [newsroom.acehardware.com](http://newsroom.acehardware.com).



