

Media Release

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New Paper Plus Select treats Waiheke Island to a refreshed customer experience

Waiheke's Take Note converts to Paper Plus Select and reopens today after a significant refurbishment to improve the store for island locals. The interior and exterior have been completely revamped, with new fixtures and signage, giving the store a more spacious feel.

The bookstore's co-owner, Anne McDonald, has been part of the Paper Plus family for 12 years.

She says the refurbished store will make it easier for customers to find the books and stationery they're looking for.

"Waiheke is a very small community and everyone knows everyone. We're in a unique location and we get lots of tourists and visitors, with people coming to our store from all over the world.

"We've worked really hard to make the store look so much more spacious, open and modern." says Anne.

Along with the visual makeover, the store will now offer a wider range of products, with a focus on books, stationery and gifts.

Customers will be treated to exclusive opening deals during the entire week from Thursday 23 July until Sunday 2 August including E.L. James' new book, Grey. There will also be store wide discounts from cards to books and stationery.

The store will carry a selection from authors who are favourites among Waiheke Islanders, from British novelist Justin Cartwright and Canadian novelist and journalist Linden MacIntyre.

The store will also introduce Fly Buys, as well as Paper Plus' My Big Deal loyalty programme.

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The Paper Plus Group began 32 years ago and is one of New Zealand's largest stationery and book sellers. The Group incorporates three separate retail brands: Paper Plus, which has 105 stores; Take

Note with 37 stores; and Office Spot with one store, all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus store in most towns from Kaitaia to Invercargill. It is the only New Zealand book and stationery retailer with Fly Buys. My Big Deal offers card holders exclusive offers available to customers upon signing up for the program in-store.