

Media Release

30 July 2015

New Paper Plus Select treats Sunnynook to a refreshed customer experience

Sunnynook's Paper Plus Select reopens today after a significant refurbishment to improve the store for locals. Both the interior and exterior have received a complete makeover, with a full new book wall for Sunnynook locals to peruse.

The store's long-time owners, Alan and Janice Delaney, see the upgrade has been a necessity for the store's loyal customers.

"Nine out of 10 of our customers have been shopping with us for over 20 years. Our store in particular is very personal; we know everyone's names and enjoy helping them find their books and stationery.

"Over the years, we've noticed an increase in younger customers, especially with people looking for educational books. We're hoping the upgrade will appeal to this group," says Janice.

The bookstore's manager, Michael Delaney, has been part of the Paper Plus family for over a decade, and works with his parents who have owned the store for nearly 20 years.

He says the refurbished store will be almost unrecognisable, with regulars already noticing the changes.

"Sunnynook's upgrade to a Paper Plus Select store is the first major change the store has experienced in nearly 20 years. A number of our regulars have walked in and looked around in confusion, unsure if they've walked into the right shop.

"We've worked really closely with the store designer at Paper Plus to tailor the store to the needs of our customers. It's a completely different looking store on the inside and outside," says Michael.

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

"One of the problems we had in the old store was a lack of space. We've implemented new shelving displays that ensure nothing is out of reach, and that we don't waste a centimetre of space," adds Michael.

Customers will be treated to exclusive opening deals during the opening weekend from Thursday 30 July until Sunday 2 August, as well as store wide discounts of up to 50 per cent.

The opening celebrations will also include giveaways, colouring competitions and gift-with-purchase offers.

The store will continue to offer 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.