

Media Release

20 July 2015

New Paper Plus treats Whakatane to a refreshed customer experience

Whakatane's Paper Plus re-opens today after a significant refurbishment to improve the store for locals. The new store features colourful artwork on the walls, refreshed fixtures, carpet and counters, and a wider selection of books and magazines.

The bookstore's new owner, Graham Dennis, a long-time member of the Paper Plus family, purchased the store in April this year. Graham also owns Paper Plus Taupo and previously owned the Thames store.

He says Whakatane locals have been looking forward to a newly refurbished bookstore.

"This update is exactly what we needed to revitalise one of Whakatane's most well-loved stores. People have been telling me they're excited to see the new store and I'm proud to be providing this deserving community with the latest Paper Plus concept store.

"Smaller towns like Whakatane often get forgotten about, so it's great to work with a company that values communities like ours," says Graham.

Along with the visual makeover, the store's layout has been updated to enable customers to find what they need more easily. "People will really notice the new look and feel of the store. It's warm, inviting and entertaining - not to mention the same fantastic customer service they're used to in the store," adds Graham.

Customers will be treated to exclusive opening deals during the entire week from Monday 20 July until Saturday 25 July, as well as store wide discounts from cards to books and stationery.

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.