

Media Release
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Helensville bookstore refreshed for local customers

Paper Plus Select has opened to the Helensville community after a complete revamp of the Take Note store to improve the shopping experience for locals. The store has undergone significant renovations to both the interior and exterior, with new lighting, carpets, display stands and signage, giving the store a fresh new look and more spacious feel.

The bookstore's owner, Manu Patel, has been part of the Paper Plus family for 14 years.

He says the refurbished store has a completely new lay out, making it easier and more convenient for customers to find the books, gifts and stationery they're looking for.

"Helensville is a friendly, rural community and customers call me by my first name. The feedback we've had on the new store has been excellent. Our customers are really enjoying the new look and lay out and one regular told me there's a real city-like feel with a local shop experience.

"We've worked really hard to make the shopping experience better and carried out the renovations during the night so there was as little disruption as possible for booklovers. We have very loyal customers and whenever a new book comes out it sells like hot cakes," says Manu.

As well as the visual makeover, the store now offers a wider range of products, with a focus on books, stationery and gifts. The store also provides Kiwi Bank and NZ Post services. In the coming months customers will also have the chance to shop online, which Manu says will be great for customers who can't come into the store.

Customers are being treated to exclusive opening deals from Monday 17 until Sunday 30 August. There will also be store-wide discounts from cards to books and stationery.

The store has also introduced 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.