**Wairau Park gets a new Warehouse Stationery like no other**

You wouldn’t usually arrange to meet a client over coffee at your local office products store, but that’s exactly what North Shore locals and businesses can now do with the opening of a brand new in-store experience at Warehouse Stationery Wairau Park.

Warehouse Stationery CEO Pejman Okhovat says he’s thrilled by the new store which opens officially on Saturday 16 June and is set to provide a more dynamic shopping experience for customers.

“Not only will it become our new flagship location, it’ll provide a range of new services to local businesses and the community.

“Today’s shoppers want more than just the ability to browse the shelves when they visit a store. We wanted to create a place where people can experience our products in an immersive, contemporary retail setting.”

The new concept store boasts a sleek new design, alongside a range of new services, such as a free onsite bookable meeting room and a ‘Personalisation Station’– providing a range of made-to-order services such as engraving, and t-shirt and 3D printing.

Shoppers can also test out new products in an interactive art and craft zone, or relax in the new casual drop-in area with coffee and free Wi-Fi.

Mr Okhovat says the launch of the new experiential store is about providing more meaningful retail experiences for customers.

“We’re particularly excited about helping to facilitate connections through the launch of our free meeting room and drop-in area, which will be a great facility for local business people and for those who want to take time out from their shopping and enjoy the free Wi-Fi,” says Mr Okhovat.

“We’re also building on the success of our print and copy centre and providing our customers in the area with a wider range of personalised services through our Personalisation Station.

“We’re encouraging feedback and we look forward to seeing how people respond.”

Other new features not seen before at Warehouse Stationery stores include a dedicated furniture ‘showroom’ – allowing shoppers to browse products in a lifestyle setting, and order direct from the stockroom onsite. There will also be added convenience through free click and collect lockers and self-service checkouts.

Warehouse Stationery Wairau Park Store Manager Mark Cook says the team are excited to pilot the new experience for customers.

“We’re receiving great feedback already and we’re looking forward to providing the community with an even wider range of products, combined with a fresh range of services. We’d encourage everyone to pop in and say hello,” he says.

**ENDS**

**Notes to Editors**

Images for publication will be available following the opening, please get in touch.

**For more information, please contact:**

Sarah Leaning, PR Manager, sarah.leaning@thewarehouse.co.nz

Mobile 021 1063 0208

About Warehouse Stationery

As one of New Zealand’s well known and trusted retailers, we have changed the face of stationery retailing in New Zealand to meet changing customer needs.  Over the years we’ve transformed the local stationery offering to one that provides a wider range from stationery, office furniture and general office products to technology, print and copy services, art and craft - at great value. Today, with 69 stores throughout New Zealand or through our website, we provide Kiwis and small businesses with everything to inspire and enable a more productive New Zealand - under one roof.  For more information visit [www.warehousestationery.co.nz](http://www.warehousestationery.co.nz)