



MEDIA RELEASE

Masters creates more than 140 new jobs in Bayswater

Australia's fastest growing hardware store

Thursday, 10 April 2014: Masters, Australia's fastest growing hardware store, has opened the doors to its Bayswater store, bringing low prices and more choice to everyday DIYers and tradies.

Mayor Sylvan Albert of Bayswater City Council joined Masters management and store staff for an official 'board cutting' ceremony today to mark the opening of the store.

The new store – the sixth store for Masters in Western Australia – has created 143 new local job opportunities. The 13,500 square metre store is one of 44 Masters outlets, offering an unmatched range of more than 35,000 products at Australia's best prices.

"The team at Masters Bayswater is on hand to help customers with their everyday hardware needs and make every project a reality, no matter how big or small," said store manager Jeff Stephens.

"The Masters 'Best Price Guarantee' means if anyone finds a better price on an identical item at a local retailer, even up to 30 days after purchase, Masters will beat it by 10 per cent.*"

"Customer service is one of our strengths, if you need assistance, simply press one of the many customer service buttons throughout the store and a staff member will be on hand to help within 60 seconds.

"As well as an unparalleled variety of home and hardware products, Masters Bayswater will offer a variety of big brand appliances, kitchens, a huge choice of paint, an impressive garden range and much more," he said.

An extensive drive-through trade area will cater to the needs of tradies, offering outstanding value, service and quality. Trade customers will find everything they need from the world's best trade suppliers.

Home delivery on a vast range of products is available to Masters customers online at www.masters.com.au. The click and collect service means customer can order online and pick up from the Bayswater store.

The new Masters store is light, bright, air-conditioned and a great destination for everyone from families to tradies.

A joint venture between Woolworths and US chain Lowe's, Masters brings Bayswater residents the experience of an Australian retailer with the DIY knowledge of one of the biggest names in American home improvement.

For more information and a list of current stores, visit www.masters.com.au.



Notes to editors:

*Masters Home Improvement Price Promise: find a better price and we'll beat it by 10% even up to 30 days after purchase. Products for price promise must be identical items and in stock, excluding trade quotes, commercial quantities and stock liquidations. Excludes non-Australian based competitors and their websites. Price promise applies to online purchases from Australian-based competitor websites on an identical stocked item and on a delivery fee inclusive basis.

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