



MEDIA RELEASE

Masters' new Pakenham store brings low prices and more choice in home improvement

Wednesday 22 January 2014: Masters, Australia's newest player in home improvement and hardware, has opened the doors to its Pakenham store, bringing low prices and more choice to DIYers, home improvement enthusiasts and tradies.

Mayor Graeme Moore of Cardinia Shire and Brad Battin, Member for Gembrook, joined Masters management and store staff for an official 'board cutting' ceremony today to mark the opening of the store.

The new store – the 16th for Masters in Victoria - has created 110 new local jobs according to store manager, Michael Thompson. The 13,500 square metre store is one of 39 Masters stores across Australia, offering an unmatched range of more than 35,000 products at Australia's best prices.

"We're thrilled to be open for business as well as creating 110 new jobs and a first step on an exciting and fulfilling career in retail for many people," said Michael.

"The team at Masters Pakenham is on hand to help customers make every project a reality, from thought to finish, no matter how big or small. "The Masters 'Best Price Guarantee' means if anyone finds a better price on an identical item at another retailer, even up to 30 days after purchase, Masters will beat it by 10 per cent.

"Customer service is a highlight of shopping at Masters - if you need advice, 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 kitchens solutions, big brand whitegoods and appliances, Masters' Pakenham store will house a huge choice of paint colours, finishes and effects. Each Masters store also boasts big brands in tools and hardware, a wide range of high quality, stylish and affordable outdoor furniture and a huge choice of sustainable products," said Michael.

An extensive drive-through trade area will cater to the needs of tradies, offering outstanding value, service and quality. Trade customers will find familiar brands as well as exclusive products from the world's best trade suppliers.

Home delivery on a vast range of DIY products is available to Masters customers at a click of a mouse at www.masters.com.au. The click and collect service means enthusiastic DIYers order online and pick up from the Pakenham 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 Pakenham 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.

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