

September 2015

## COMMUNITY SHOPPING HABITS LEAD TO A REFRESH AT OFFICEWORKS FITZROY

Building on the Officeworks' reputation as the one-stop-shop, the Fitzroy store has undergone a first of its kind overhaul to expand its offering across a variety of specialist categories including art supplies, smart home and office and educational resources.

Providing locals with a state-of-the-art shopping experience, Officeworks Fitzroy will not only expose people to exclusive product ranges that are not available in other stores, but it will also provide expert team members who are on hand to help.

Officeworks' National Merchandise Manager Jim Berndelis said: "This exciting expansion is part of a continuous progression for Officeworks and we are confident the local community is going to embrace the inspirational range and enhanced shopping experience."

"Fitzroy is a creative hub, so it was the ideal location to launch these new ranges. It's continuing proof of our commitment to offering consumers the latest and greatest in global leading products at everyday lowest prices," he said.

The huge range of art supplies is made up of more than 8000 products, from visual art diaries, sketch books and pencils, to paints, brushes and canvas', presenting a huge opportunity for enthusiasts, professionals, and students alike.

Talking about the smart home and office category, Berndelis said: "It is a highly fragmented market and still challenging for Australians to understand. We wanted to make sure we got in at the ground level and start the education process with customers by showcasing the product in a friendly and accessible way."

The educational resources segment encompasses a range of specialist and fun educational materials, focussing on early learning and primary school needs across science, art, numeracy and literacy – perfect for teachers at school or parents for their kids at home.

Visit Officeworks Fitzroy at 230 Alexander Parade, Fitzroy or call 9412 6700 to speak with the friendly team.

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For further information, imagery or interview opportunities, please contact Haystac:

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### About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech and furniture solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, you'll be sure to find exactly what you need with our widest range, when you need, and all at the lowest prices. Plus, you'll enjoy friendly expert advice and helpful services. Officeworks

offers customers more than 20,000 products on its [website](#), operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating 159 + retail stores and employing more than 6,500 team members. Join Officeworks' online communities on [Facebook](#), [Linked In](#), [Instagram](#) and [YouTube](#) as well as at its hubs [Work Wise](#) and [Work Style](#) for inspiration to help you make bigger things happen.