

PAULAS HOME & LIVING



Renowned on the Kapiti Coast and region-wide as the place to go for all your home shopping, Paulas Furniture & Beds is changing its name – but not the established and much-loved way it goes about doing business.



The rebranding of the iconic family-owned business name to Paulas Home & Living is a logical and progressive move, owner-operator Paula Lynch says.

“We’re making the change for a whole lot of reasons but mainly to better represent the extensive range of products we have ready and waiting for our customers.”

“We offer far more than just furniture and beds and while our existing loyal customers know that’s the case, the name change far better represents what we are about,” Paula says.

“As a business we have grown and evolved since we began at this location a decade ago”

“I always had a vision that we would grow to be the most inspiring home and living store in New Zealand and therefore all the rebranding we are now doing makes absolute sense”

Paula, who first set up the business with her husband, Paul, and one other staffer in 2006 in Levin, said Paulas Home & Living will continue to build on its strengths and recognised points of difference.

“We are unique in a number of ways, not least the massive size of our store and the presentation of what we sell.”

“The store is 3,000 square metres. That’s more than three times the size of when we started and because of that, we are unchallenged in the variety and range of products we can carry,” Paula said.

Paulas Home & Living is a one-stop-shop for stylish and contemporary bedding, dining, lounge and outdoor furniture, barbecues and children’s furniture, manchester, home décor lines and an impressive collection of well-presented wall art.

The store’s home-like displays are second to none and because there is so much space, customers benefit from being able to instantly compare the offering of a vast number of major, trusted and well-known brands.

“We carry a product range unavailable elsewhere in the region,” Paula says. These include La-Z-Boy, BedsRUs, Danske Mobler, Stressless, Eden and Devon.

The rebranding is comprehensive with the 15-strong team of experienced staff dressed in new uniforms in-line

with the new Paulas Home & Living signage and shop colours.

It also includes a revamp of the business’s popular online services, Paula said.

Plenty of the great things that make the Paraparaumu retailing institution so proven and popular will remain, Paula said.

This includes the customer-focussed service the 15 experienced staff members provide and the store’s “end to end” delivery service.

“In whatever we do we always try to go the extra mile, we always want the customers’ experience shopping with us to be something special and something second-to-none,” Paula said.

“We’re very community focused, we always have been and we always will be.”

“We do lots of sponsorship of junior sport and schools in the area, that’s important to us,” Paula says.

THE CHANGE TO PAULAS HOME & LIVING WILL KICK OFF WITH A BANG WITH A MASSIVE BRAND LAUNCH SALE.

Along with plenty of customer bargains across the wide range of store items there will be also be loads of entertainment and fun happenings.



Inspiring retail experience that will transform your home and living spaces

Open 7 days a week
www.paulas.co.nz

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