

Wrightson Appliances' new image



Store has a personal approach

Bold, new livery for Wrightson Appliances retail store on the corner of Robe St and Devon St West in New Plymouth is representative of a forward-looking company very conscious of a good personal relationship with its customers.

The New Plymouth appliance store was brought under Wrightson Appliances' wing in June last year and has just undergone a complete refurbishing, adopting the decor common to Wrightson Appliances stores throughout the country.

The new decor, with new stock and a new look in its layout, virtually created a new store. Taranaki regional manager for Wrightson Appliances, Mr Bob Holden, said. The company also has stores in Stratford and Hawera.

Interested

What had not changed in the store was the pride in the service offered and the personal interest in customers and their needs, he maintained.

Appliances had been sold and serviced from the store for about 50 years under various names but each change had improved upon an already established reputation for quality goods and good service.

"We are not in the business of having customers come in, selling them something and then forgetting about it," Mr Holden said.

The shop staff were well known to people in the area and this helped in maintaining a close, friendly relationship with customers.

Changes

A number of innovations had been incorporated into the new store layout.

A separate showroom had been opened for used appliances, supporting pillars in the main showroom had been mirror-faced and removable wall linings used to enable quick alteration to interior colour schemes for special displays and promotions.

A broad staircase leading to the first floor had been removed as the store now utilised the ground floor of the building only. The rest of the building formerly used by the store as offices would be leased out.

Cost saving

The extra buying power represented by the Wrightson Appliances chain of stores enabled savings in purchasing to be passed on to the public, Mr Holden said.

The resources of the company were a lot greater. If someone wanted a specific appliance which was not in stock in New Plymouth then it could be sourced from other branches in addition to the main warehouses.

A well-stocked spares department meant a wide range of replacement units and spares for appliances were held in the store for prompt service and maintenance.

Important

The store had always considered its service department a very important part of its activities and in New Plymouth two permanent servicemen and one on contract were employed for the installation and maintenance of appliances.

The store had always been known for its "white goods", meaning the traditionally white refrigerators, stoves and washing machines, he said.

Although white was still very popular, coloured appliances were gaining on them and held a growing portion of the market.

Appliances such as microwaves and dishwashers were the growth areas in the store's trading.

They represented an ever increasing trend towards purchasing labour saving devices. People were putting priorities on their time and deciding that they could do much better things than the mundane chores such as washing up.

But these appliances were not merely labour saving. They also enabled their owners to reduce costs which meant they paid for themselves eventually.

A microwave oven which some people viewed as a luxury item was an accessory with very real advantages resulting in savings in both food and money.

Video machines were similar in that for a reasonable investment people could obtain a unit which would enable them to provide entertainment at home instead of paying for it elsewhere at a higher cost.

Most appliances had very definitely moved into the electronic age over the past few years, Mr Holden said, and this situation would keep growing.

No. That No Entry sign does not mean Wrightson Appliances do not want customers to enter their store at the corner of Devon St West and Robe St in New Plymouth. It merely warns motorists from entering the exit of the carpark alongside the building.

The New Plymouth store has just completed refurbishing its premises to the common decor adopted by the national chain of stores operated by the company.

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Very adaptable, this partitioning system can be used in any area where you wish to utilize every inch to its very best.

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Colin Gray 328 Devon St West New Plymouth

Right again for Wrightson's!

The right finish, inside and out — that's what they wanted at Wrightson Appliances, and that's what we gave them, with faultless interior and exterior painting.

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Hush Ceilings
So attractive for so long — if it's time you gave your home a lift, call us about all the advantages of Hush Ceilings.

R. G. (Rex) MACK
42A Lorna St, New Plymouth
Phone 88704

Wrightson Appliances. You're a winner too!

Congratulations on the opening of your impressive new store.

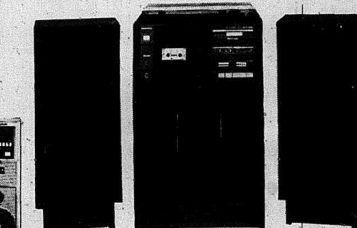
The perfect setting for your customers to view the striking 1985 Range of Sanyo and Fisher Colour Televisions, Video Tape Recorders and Hi Fi Systems.

With your new store and our new range a lot of new customers are going to feel like winners too!

Come in and see our Superb range of Sanyo and Fisher Colour Television receivers.



For the very latest in Video Tape Recorder technology, see our superb range of Fisher systems.

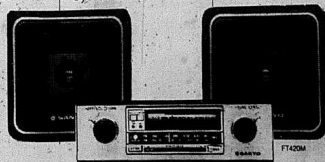
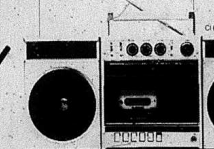


For beautiful clarity of sound at a price you can afford, hear our wide range of Sanyo and Fisher sound systems.



Feature for feature you won't find a better buy than Sanyo Portable and Car Entertainment Systems.

SANYO
You're a Winner!



Win, Shop At the Grand Opening

Don't miss the grand unveiling and super opening specials at our new look Wrightson Appliances store!



"As Manager of our "new look" Wrightson Appliances Store I would like to invite you all to join in our mighty opening celebrations. The people who serve you in this store are dedicated to maintaining the reputation of Wrightson Appliances as the finest home appliance stores in this country. Every leading brand home appliance in our store is fully guaranteed and backed by qualified Wrightson Appliances service."

Stuart Dear
Manager

WIN A VIDEO

Just make up five words using the letters in "Wrightson Appliances" and your entry goes into the Grand Tumble Draw to win one of these three fantastic prizes! Entry forms available free in our store.

1st	A National NV250 Video	WORTH \$1,699
2nd	An Oskar Food Processor	WORTH \$189
3rd	A Fountain Force II TV Game	WORTH \$120

Don't miss the Grand Tumble Draw in our store on Saturday 23rd at 11.00 a.m. You must be present at the draw to collect your prize!

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FISHER VIDEO RECORDER

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Opening Special \$1195
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- * Cordless remote control
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JUST \$1 DEPOSIT
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Save an incredible \$996 on this up-to-the-minute Disc player.

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Opening Special \$999
Deposit \$101.00
Weekly \$9.50

\$400 OFF!

National NV370 VIDEO RECORDER

- * One touch recording
- * 14 day programme timer
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Opening Special \$1395
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Weekly \$13.27

and Save! of our "New Look" Store



VIC 20 COMPUTER PACKAGE
New Zealand's biggest selling home computer complete with:
* Datasette and Joystick * Introduction to Basic Part 1
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DEPOSIT \$51.00 WEEKLY \$4.75



NEC 12" PORTABLE COLOUR TV
Normally \$899 Deposit \$85.00
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SANYO GXT200 STEREO SYSTEM

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Opening Special \$999
Deposit \$101.00
Weekly \$9.50

\$596 OFF! 1 Only

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* belt driven turntable
* AM/FM radio
* Front loading tape deck

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Great looks and great sound!

* Graphic Equaliser
* AM/FM, 4 band reception
* Dolby cassette deck

Opening Special \$699
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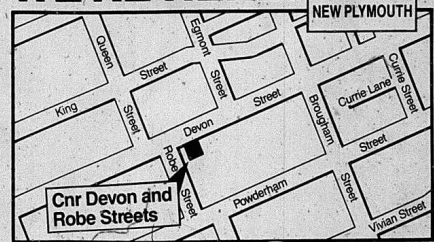
SANYO Radio/Cassette M2801F

Normally \$249
Opening Special \$199

	Normal Retail \$	Opening Special \$	Save \$
Stereos/Radio Cassettes			
Sanyo System 220	1799.00	1599.00	200.00
Philips Commander Stereo AH941 with infra red remote control		1699.00	
Pye MS1500 Stereo System		1079.00	
National Cassette Recorder RC44	109.00	79.00	30.00
National Cassette Recorder RC341	129.00	99.00	30.00
National Transistor Radio 1012	29.95	9.95	20.00
Philips AH541 Commander Stereo with infra-red remote control "new release"		1379.00	
Kitchen/Laundry			
Frigidaire Washing Machine LA645 (1 only)	1295.00	1095.00	200.00
Frigidaire Dishwasher 7073	939.00	895.00	44.00
Shacklock Rangedhood (1 only)	310.00	210.00	100.00
Typhoon Waste Disposal (1 only)	385.00	249.00	136.00
Oskar Food Processor	189.00	99.95	89.05
Light and Lead Power Units	46.36	23.95	16.40
Rotec Top Cook Plus Free Chicken!		199.00	
Toshiba Microwave EZ602		850.00	

A free microwave shelf Value \$49.95 — Free with every National Microwave purchased this week.

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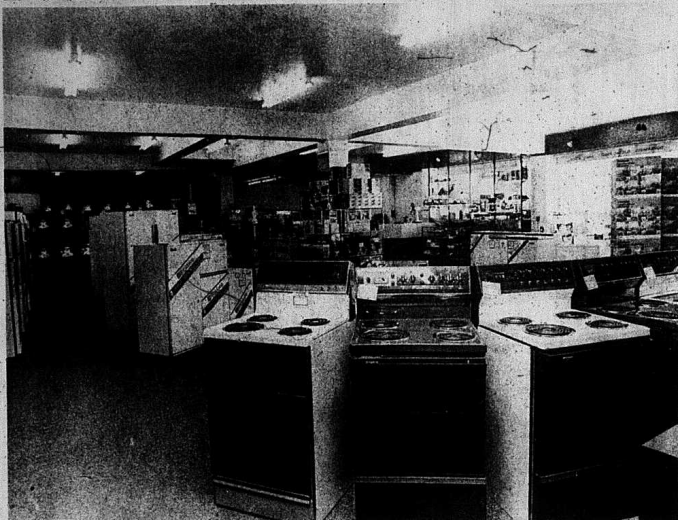


Better Brands, Better Service, Better Value



Cnr Devon and Robe Streets New Plymouth Telephone 88047

Wrightson Appliances' new image



The interior of Wrightson Appliances store in New Plymouth looking very presentable now after the upheaval and disruption caused by renovations over the past few weeks. Although it was all worth it in the end, said Taranaki regional manager for the company Mr Bob Holden, he apologised to customers for any inconvenience suffered during the refurbishing.

Showroom for used appliances

A definite market existed for used appliances, according to the Taranaki regional manager for Wrightson Appliances, Mr Bob Holden, New Plymouth.

The company had included a separate showroom for used items in its newly renovated store in New Plymouth.

A separate showroom for used appliances was indicative of the amount of interest people had in buying used appliances, Mr Holden said. The turnover in used refrigerators, stoves, washing machines and freezers was a very real part of the store's business.

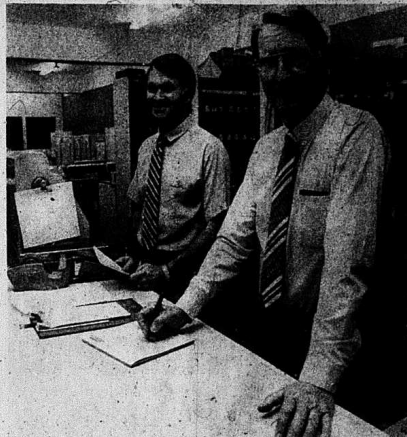
"Not everybody can afford to buy new appliances," he said. Those looking at purchasing used

goods now had a pleasant area in which they could inspect the wide range of used appliances held in the store.



With its turnover in used appliances the store was quite happy to accept trade-ins on new appliances. Customers buying new goods benefited from this in having a ready market, for their old models.

They appreciated this, he said, and the result was a greater selection of used goods in addition to good sales and happy customers on the new appliance side of the business.



A key part of any store is the service and maintenance back-up and Keith Cramer (right) and Trevor Suthon are the linchpins in Wrightson Appliances, New Plymouth, service and spares departments. Keith is parts manager in charge of the extensive spares section and Trevor co-ordinates the services side of the store's business.

Experience in valuable

Wrightson Appliances reputation for service to its customers is helped to a large extent by the experience of its sales and service staff.



Stuart Dear

Taranaki regional manager Mr Bob Holden's 35 years with the store on the corner of Devon St West and Robe St, in New Plymouth is backed up by a total of 45 years' experience among his three store salesmen.

Store manager and salesman, Mr Stuart Dear, who is in charge of the New Plymouth store under Mr Holden, began his career with the store in 1968 giving him 17 years with appliances sales.

Into his 22nd year now is Pat MacAssey, who has a wide experience with the



Pat MacAssey

store of sales and installation throughout the North Taranaki area.

Complementing the sales team is the third salesman, John Schrader. He started working for the store in 1979.

Managing the spares department is Keith Cramer who has 32 years service at the store to his credit. He started there in 1953.

Service co-ordinator, Trevor Suthon, who keeps a close eye on the scheduling of installation and maintenance calls, has worked at the store since 1970, a total of 15 years service.

Backed up by two permanent and one contract servicemen, a storeman, a showroom assistant, an three office girls, Wrightson Appliances has the ex-

perience and expertise to assist in the choice, purchase and service of household appliances.



John Schrader



Thirty-five years experience in selling and servicing household appliances sit easily on the shoulders of Bob Holden, Taranaki regional manager for Wrightson Appliances in New Plymouth.



Logo sets the scene

Wrightson Appliances national advertising campaign features a bright colourful logo promoting better appliances in the home.

Wrightson Appliances settled on the logo as the theme of a national advertising campaign to establish themselves in the public eye after gaining autonomy from the parent company of Wrightson NMA last year.

The appliance company now operates as a completely separate entity.

Use of the logo is repeated throughout the store where the red and blue design incorporates white lettering indicating to the shopper where they can view "Better Kitchens", "Better Laundries" and "Better Home Entertainment".

Taranaki regional manager for the store, Mr Bob Holden, said the logo emphasised that by buying better appliances customers would be gaining a better home.

"And you can't do better than that, can you?" he asked.

NEC at



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Pre-set tuning, video channel, electronic mastery for clearly better colour, a front sheet of tempered glass for image clarity & reduced glare — come & get this little beauty for just

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A little less for a little less

Autocolour 12" portable, the compact classic.

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From \$230 deposit, \$25.82 weekly.

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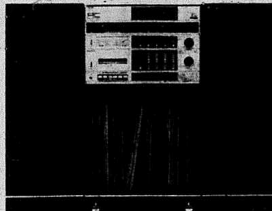
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Take command

A totally new concept in home Audio, yours to command — the Philips AH 541 system features the revolutionary command module, with the convenience of instant, infra-red control at your fingertips.

The Philips AH 541 is a sound experience. Efficient amplification, quality electronics and the perfectly matched 2-way speaker



system make for a pleasing, rich and full sound.

And it's designed to be as progressive as you are, with sleek hi-tech rack mounted control centre and tall, trim speakers.

Take the Commander.

Now it's all remotely possible. The Commander gives you total infra-red control of your AH 541 system — and you don't even have to leave your seat. Functions: Bass — up/down, Treble — up/down, Balance — full left to full right, Volume — zero to full, Power — on/off



PHILIPS AH541 INFRA-RED COMMANDER AUDIO SYSTEM



We want you to have the best

PHILIPS

Now on display & available at Wrightson Appliances, New Plymouth.

Well Done Wrightson Appliances!!



Fisher & Paykel, manufacturers of Frigidaire appliances proudly announce the opening of Wrightson Appliances' newly refurbished showroom in Devon Street West, New Plymouth. Wrightson Appliances haven't moved — their location remains the same — but now their doors open to a big, new, bright and modern showroom.

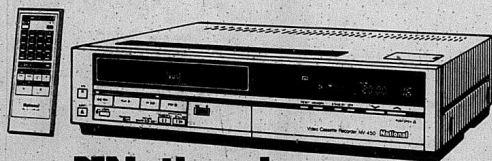


One thing hasn't changed. Frigidaire. The knowledgeable service and range of appliances you associate with a Frigidaire dealer will remain unchanged.

Frigidaire

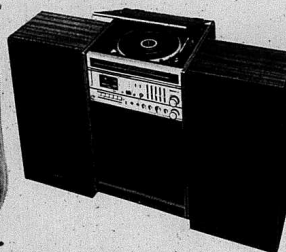
MDA/MKA/F&P/1012

Welcome to the New-Look Wrightson Appliances Showroom...



National VHS
the world's favourite video-taping system.

NEW
NV-450 Video Cassette Recorder.
Features include: New super still, rock steady freeze frame. New one touch timer recording with standby facility. Up to 5 times normal speed, forward and reverse, picture search, 14-day programmable timer, 18-station quartz synthesizer tuning, A control to soften or sharpen the picture image. A 27-mode infra-red remote control with channel change. New super slim front-loading cabinet styling. Video/audio camera connections.



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With 5-element Graphic Equaliser, Echo Control, LED Active Tuning Indicator, Tape Programme Sensor, Metal Tape Capacity, Loss-Mass Straight Tonearm, 2-Way Speakers and 90 Watts RMS per channel.



RF-524 R-1019

Portable radios have entered a new era — for your enjoyment!



Quintrix 560 Console (22")
Model CN 2217 RC
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with Remote Control

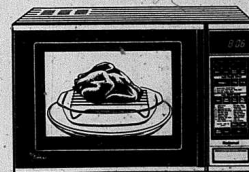
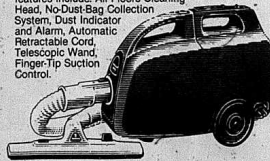
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features include: All Floors Cleaning Head, No-Dust-Bag Collection System, Dust Indicator and Alarm, Automatic Retractable Cord, Telescopic Wand, Finger-Tip Suction Control.



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Wrightson Appliances

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