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Media release

The Warehouse Group expands retail footprint at Ormiston



Photo caption: The new The Warehouse store-within-a-store in Ormiston. Imagery can be downloaded [here](#)

The Warehouse Group has today opened two retail stores at the new Ormiston Town Centre; a 6200sqm The Warehouse and Warehouse Stationery store-within-a-store concept and a 1000sqm Noel Leeming store.

The Warehouse Group Chief Customer Officer, Jonathan Waecker, says “We’re excited to be expanding our retail footprint and opening two new stores in the Ormiston Town Centre.”

“The new development is a welcome addition to South Auckland to support the surrounding community which is ever-growing and in need of a better retail offering.”

The Warehouse

The spacious new The Warehouse store will open seven days a week from 8am till 8pm, with a late night on Thursday till 9pm, offering versatility and convenience for shoppers, as well as an enhanced shopping experience.

“A Click & Collect counter will be at the front of the store to allow for quick and convenient pick-ups. Our customers are loving the convenience of shopping online with same day in store pick-up, so we’ve prioritised the location and experience of our Click & Collect for both customers and team”, says Mr Waecker.

Warehouse Stationery will also be part of the new The Warehouse store as a store-within-a-store concept, which includes a Print & Copy Centre. The Warehouse Stationery Print & Copy Centre offers a full suite of printing solutions which includes on-the-spot and personalised printing on items like mugs, calendars and posters, canvas and more. An instant passport photo service is available, and a Print & Copy specialist is on-hand for all printing and copying needs.

The Warehouse Ormiston includes a full garden centre, as well as more space dedicated to displaying the homeware range, with the largest dedicated area of any other store in the country.

The new store will employ 100 team members with 70 percent of the employee base coming from the local area.

Haua Cooper, The Warehouse Ormiston store manager says, “We are very pleased to open the doors to our brand new store on Thursday 25 March. It’s been a fantastic journey working together to get our Ormiston store ready for the big day. The new team is really looking forward to getting to know our soon-to-be local customers and serving them with all their needs”.

Noel Leeming



The Warehouse Group's electronics retailer, Noel Leeming, will also be opening in the precinct. Kiwis' favourite technology and appliance brands will play an integral part in the new store, with a showcase of new products housed in a forward-thinking, expertly designed retail space, including an extensive range of leading brand offerings including Samsung and Apple.

Mr Waecker says the new store will offer Ormiston shoppers a look into the future of retail in terms of store design and technology product offerings that they can access right at their doorstep.

"Ormiston customers will have access to leading technology brands and expert service from our team of Passionate Experts, who can't wait to help customers get the most out of their technologies. The store will also feature a built-in-cooking-centre, with a specialist team available for one-on-one demonstrations and advice."

"Ormiston has seen a steady stream of families moving into the area who need help setting up their new homes with the latest technology offerings. Opening our doors in the area means our customers won't have to travel far from home to get the expert help they need."

The store also features a tech solutions hub, where Tech Solutions specialists will be on-hand to take the stress out of new tech set-ups, including offering delivery, unboxing, demonstrations, set-ups and removal of packaging.

The store will employ 17 people.

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