

## INVESTMENT



# Outdoor heating company masters new opportunity

**T**wo large Masters stores – Woolworths' new home improvement retail brand – are set to open in Greater Dandenong over the next year with local industry to benefit.

The Dandenong South store has begun construction and is anticipated to open around February 2013 while the Keysborough store is scheduled for November 2013.

Each will take up more than 13,500 square metres, employ 130 staff and generate more than 180 construction jobs, according to Mark Delaney, Development Manager for Masters.

"A lot of research was done prior to Masters going into this venture and it was established that approximately 75 per cent of decisions in a hardware store are still made by women.

"As a result our stores cater for women as well as males, with consideration for features like heating and air conditioning to provide a comfortable retail environment.

"The traditional hardware offering in Australia is DIY – do it yourself – where as our stores are going the next step and offering 'do it for me' such as installing products at customers' houses.

"Our products cater for different price points including a higher quality offering previously unseen in hardware stores," Mr Delaney said.

Greg Trezise, National Sales Manager for Thermofilm in Springvale, agrees – the company is now supplying its Heatstrip Classic outdoor heaters to Masters.

"Ours is a unique product on the market – it doesn't look like a heater, which is a great positive, but needs to be displayed in-store so people can feel the heat, understand what it does and appreciate the features," said Mr Trezise.

"Masters is very big on customer service and product displays, rather than customers just looking at a box; their stores are more a combination of a

department store with a hardware store and that's a great match for us.

"The working displays and detailed product information allow customers to select the best option for them, while supporting an Australian manufacturer at the same time.

"Staff in the stores are very knowledgeable on our product and keen to assist."

Customer service initiatives at Masters include call buttons throughout the store, with employee' response time monitored.

Masters plans to open 150 stores around Australia within five years and has partnered with Lowes in the USA.

"We export products all around the world, and although we are not a huge multinational company, it's a good opportunity for us to grow as Masters do," said Mr Trezise.

For further information visit [www.thermofilm.com.au](http://www.thermofilm.com.au) or [www.masters.com.au](http://www.masters.com.au).



Thermofilms Heatstrip,  
Classic outdoor heaters  
available at Masters.