

Where everyone gets an even bigger bargain

Since The Warehouse was founded in 1982 New Zealanders have enjoyed lower prices in most shopping categories thanks to a combination of a number of government-initiated economic reforms including the ending of import licensing, a much less regulated economy, and the floating of the New Zealand dollar.

Together with The Warehouse's uncompromising low price policy - 'where everyone gets a bargain' - and its no questions asked 'money-back guarantee', these initiatives have combined to make New Zealand customers more price conscious and New Zealand retailers more competitive and responsive to their customers' needs.

But even now, twenty years after its founding, and subject to much more competition, no one can beat The Warehouse for bargains. For example, we took some prices from 1982 and 1983 newspaper advertising, adjusted them in accordance with the consumer price index over the last twenty years, and compared the adjusted prices with today's prices at The Warehouse.

As you can see from the table, The Warehouse prices today are considerably lower than the prices which were ruling twenty years ago.

Now what was that about 'the good old days'?

Here's how the table of price comparisons works

Look at the first line of the table. See how the advertised price of an ironing board (column 1) in 1982-83 of \$34.99 (column 2) translates to \$84.27 today (column 3) - when adjusted in accordance with the consumer price index - even though today's actual Warehouse price is just \$29.88 (column 4). That's a saving of 65 per cent (column 5) over the 1982-1983 price.

1. Product drawn from newspaper advertising in 1982 and 1983	2. Advertised price 1982 - 1983	3. Equivalent price today (CPI adjusted)	4. The Warehouse price 2002	5. % Saving in 2002
Ironing board	\$34.99	\$84.27	\$29.88	65%
2-slice toaster	\$45.00	\$108.38	\$14.99	86%
Pack of 10 felt tips	\$3.33	\$8.01	\$2.99	63%
Wool blanket, queen	\$57.50	\$156.00	\$49.99	68%
Teapot (8-cup)	\$19.20	\$49.60	\$16.99	66%
Stainless steel whistling kettle	\$17.50	\$41.02	\$12.99	68%
40 piece socket set	\$10.95	\$29.71	\$9.99	66%
Long nose pliers 8 inch	\$3.68	\$9.98	\$1.99	80%
Thongs	\$9.65	\$23.43	\$3.99	83%
Fluffy sheepskin slippers	\$23.75	\$57.67	\$16.99	71%



THE WAREHOUSE PRICE
\$14.99
EA



THE WAREHOUSE PRICE
\$16.99
EA



THE WAREHOUSE PRICE
\$3.99
PR