

## Bunnings expands Assisted Living range to meet growing accessibility needs



**Bunnings exclusive partner, HomeCare by Caroma's bathroom range combines contemporary style with thoughtful adaptations to cater for independent home living**

Bunnings has launched its expanded Assisted Living range, designed to help customers create functional, safe and stylish spaces in their homes.

According to a Stats NZ report on Disability and Ageing, New Zealand's population continues to steadily age, with those aged 65 and over now representing 17 per cent of the nation - more than 950,000 people. Meanwhile, one in six New Zealanders and more than 35 per cent of older New Zealanders live with some form of disability.

The expanded range responds to this growing need and includes 2,500 items, featuring 96 newly added products and 160 special-order items across 13 product categories. This provides customers with an even broader selection for enhancing their indoor and outdoor living spaces.



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Bunnings NZ General Manager, Melissa Haines highlighted that this initiative demonstrates how businesses can proactively evolve to support the needs of their communities.

“We want our customers to feel supported and comfortable to have the products they need in their homes. Our expanded range is designed to deliver practical, attractive and budget-friendly options, empowering customers to adapt their living spaces in ways that suit their individual needs and preferences.” said Haines.

Rather than navigating a scattered marketplace, customers can now enjoy a streamlined, all-in-one destination for affordable home improvements. This expanded range not only prioritises safety and practicality, but also embraces modern design and evolving trends, ensuring shoppers have a diverse selection to complement their unique lifestyles.

From modern look grab rails and ramps to bedroom safety, daily living aids and accessible garden tools, the range allows customers to live freely within their own spaces.

“Our customers can easily discover assisted living products by browsing dedicated sections in-store or by talking to our friendly team members who are always on hand to offer guidance. Our website also features a dedicated assisted living category, making it simple for shoppers to view the complete collection online.” concludes Haines.

With 90 per cent of ageing New Zealanders preferring to age in place, the expanded range supports independent living by offering products that adapt homes to meet changing needs.

Exclusive partner, HomeCare by Caroma’s spokesperson Dr Peter Sweatman commented on the convenience the range provides for the growing community.

“We recognise there’s no one-size-fits-all solution, as everyone’s needs and circumstances are completely unique to them. Stocking our range with Bunnings, allows us to integrate a complete offer in a familiar, accessible setting, helping to make the shopping experience both normal and inclusive for everyone.” states Sweatman.

David Bray, Head of Product for QEP Australasia also reflects on the importance of independence and safety for everyday accessibility.

“We are immensely proud to partner with Bunnings on making accessibility more accessible. With our Q-assist range of assisted living devices now available nationally in every Bunnings store, these important solutions are now more readily available and more affordable.

He adds “Anyone caring for others, whether it’s elderly parents, or friends and relatives recovering from surgery and experiencing reduced mobility, is often stretched for time. Having essential aids available at their local Bunnings, will ultimately save them valuable time”, concludes Bray.

The expanded range is available at Bunnings instore and [online](#).

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## Notes to the editor:

Research cited from the following sources:

[Population ages 65 and above \(% of total population\) - New Zealand | Data](#)

[Disability statistics: 2023 | Stats NZ](#)

[Improved support for disabled New Zealanders | Beehive.govt.nz](#)

Recent government developments aimed at giving disabled people, their families, and carers greater clarity, choice, and control through more flexible funding align closely with Bunnings’ commitment to accessibility. The proposed \$1 billion investment over four years is designed to address rising costs in disability support services, including \$240 million dedicated to residential care, ensuring that individuals have the freedom to use their funding in ways that best enhance their independence and quality of life.

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[Bunnings](#) is a leading retailer of home and lifestyle products for consumer and commercial customers in Australia and New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Our store network in New Zealand is made up of 51 locations, comprising Bunnings Warehouses, smaller-format stores and trade centres. This physical network is supported by a growing e-commerce ecosystem and supply chain network. Bunnings employs more than 5,000 team members across the country.