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UNLOCKING MORE VALUE FOR TRADIES AND SME'S, EVERY TIME THEY SHOP



Featured: Matt Heinrich, Bunnings New Zealand Head of Trade

Bunnings launches PowerPass Pro Rewards with exclusive offers, Mobil fuel discounts with Mobilcard, 2degrees connectivity benefits and a growing network of business partners

As the cost of doing business continues to climb, tradies are looking for smarter ways to stretch every dollar. To help support them, Bunnings has launched **PowerPass Pro Rewards** – a major evolution of its PowerPass loyalty program and one of the biggest investments the business has made in rewarding and supporting its trade customers.

Designed to better recognise the tradies and small-to-medium businesses who choose Bunnings every day, the new program goes beyond transactional discounts helping customers reduce operating costs, unlock greater value from their everyday spend and access benefits that support their businesses.

Launching nationally today, PowerPass Pro Rewards introduces a new tiered rewards program that turns everyday business spending into meaningful rewards. Eligible members can earn Pro Rewards Dollars, unlock Mobil fuel discounts with Mobilcard and access exclusive Bunnings merchandise, partner offers and business tools designed to help their businesses grow.

Head of Bunnings Trade New Zealand, Matt Heinrich, said PowerPass Pro Rewards marks a meaningful step forward in how Bunnings supports its trade customers.



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“For tradies, every dollar and every minute counts. PowerPass Pro Rewards is built to give something tangible back - whether that’s rewards they can reinvest in the job, or benefits that help keep their business moving day to day.

“It’s a step forward in how we support our trade customers and reflects the role Bunnings plays as a partner to tradies, not just a supplier,” Heinrich said.

PowerPass Pro Rewards introduces six membership tiers – from Member, Essential, Plus, Elite, Ultimate and up to Black - with members unlocking increasing rewards and benefits as their annual spend grows.

A key feature of the program is the introduction of a new partner ecosystem, with launch partners including Mobil and 2degrees, providing practical benefits that extend beyond the worksite. Developed in response to customer feedback, the partnerships focus on areas that matter most to trade businesses, including fuel savings and connectivity.

PowerPass Pro Rewards members will have access to increasing Mobil fuel discounts, helping reduce one of the most significant day-to-day costs for tradies on the move.

Reliable connectivity is another important tool for tradies on the job, with 2degrees offering exclusive mobile and internet benefits through the program.

2degrees Chief Business Officer, Andrew Fairgray, said staying connected is essential for tradies managing customers, teams and projects on the go.

“We know that tradies rely on their phones, whether it’s managing jobs, organising teams or dealing with queries on the go, they demand and need reliable connectivity. We are really pleased to be able to collaborate with Bunnings to offer great-value mobile and broadband plans that support PowerPass Pro members every day.”

In addition to tier-based rewards, eligible members can access a range of exclusive offers from PowerPass Pro Rewards partners, including Pitstop, LifeCare, Xero and MYOB.

Members will also continue to benefit from enhanced digital account management tools and business support services through the PowerPass app, including with self-checkout, e-Receipts and transaction tracking.

Bunnings currently has more than 210,000 PowerPass members across New Zealand, with the PowerPass app downloaded more than 175,000 times.

For more information, visit Trade.bunnings.co.nz/powerpass-pro-rewards

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APPENDIX 1 – POWERPASS PRO REWARDS FAST FACTS

How PowerPass Pro Rewards works

PowerPass Pro Rewards is the biggest upgrade of the program since PowerPass was first introduced as Bunnings' loyalty program for trade and SME customers in New Zealand. The program now features tiered membership, designed to reward eligible trade and business customers as their annual spend grows.

Members unlock additional rewards and benefits by progressing through six membership tiers.

Tier	Annual Spend
Member	Under \$2,000
Essential	\$2,000+
Plus	\$10,000+
Elite	\$25,000+
Ultimate	\$50,000+
Black	\$100,000+

Base Benefits

All eligible PowerPass Pro Rewards members receive access to:

- Pro Rewards Dollars on eligible purchases
- Mobil fuel discounts with Mobilcard on eligible fuels
- Exclusive partner offers
- Business tools and services
- Digital account management through the PowerPass platform
- Exclusive offers from participating partners, including:
 - Pitstop
 - LifeCare
 - Xero
 - MYOB

Additional Tier Benefits with Mobilcard (New Zealand)

Tier	Fuel Discount
Member	10c/L
Essential	11c/L
Plus	12c/L
Elite	14c/L
Ultimate	14c/L
Black	15c/L

