

Media Release

14 September 2021

Adelaide Tools to become Tool Kit Depot as the business expands into Western Australia

Bunnings today announced Adelaide Tools will become Tool Kit Depot, positioning the professional tools business for expansion into Western Australia starting next month.

Mike Schneider, Bunnings Managing Director, said: “We’re really excited about our plans for the future of the business under the new name, Tool Kit Depot.

“Earlier this year we opened a new Adelaide Tools store in Parafield where we trialed new concepts and the response from customers was incredibly positive. It’s given us confidence in the evolution of the format that we need to take the business into WA and beyond.

“Our first four stores will launch before Christmas in WA creating over 150 team member roles, and we’re really proud to be creating opportunities for locals to join our really experienced team.

“These stores will build on the success of Adelaide Tools in South Australia and the full-service offer and genuine expert advice the team are renowned for,” Mike said.

The first Tool Kit Depot store will open in Belmont Perth in October with a further three stores expected to open this calendar year in the Perth and Peel regions. In time, Bunnings plans to rollout additional stores across Australia and New Zealand.

The Tool Kit Depot name was chosen as it creates instant familiarity for trade customers, positioning the store as a destination for their needs, while a new logo, featuring a dog, conveys the qualities of partnership, loyalty and trust the business aspires to.

Bunnings acquired Adelaide Tools in 2020, as part of its strategy to deepen its relationships with trade customers. The retailer sells a range of professional power tools, power gardening and heavy machinery, along with a tool servicing offer – all backed by genuine expert knowledge across its product range including welding, construction and carpentry.

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For media enquiries please contact: media@bunnings.com.au

The Bunnings logo, featuring the word "BUNNINGS" in a bold, white, sans-serif font with a red diagonal stripe through the letter "B".