



August 2014

Screwfix celebrates with the launch of its 350th store

Screwfix is celebrating with its 350th store opening its doors at Ellerslie Square Industrial Estate, which officially opened on 7 August. The store had a successful launch weekend with hundreds of customers eager to get their hands on a bargain.

Screwfix started as a mail order catalogue and since then has expanded into a multi-channel trade retailer opening its first store in 2004. Just a decade on, after celebrating its first store's 10th birthday the company has just opened its 350th. Currently, 91% of the UK is within 30 minutes of a Screwfix store and the company's ongoing expansion plans aim to further reduce this time to become more convenient for its customers.

Convenience is the main factor highlighted as important to tradesmen and DIY enthusiasts. With Screwfix stores stocking 11,000 products with an extra 3,000 available for next day delivery, combined with the 5 minute Click and Collect service and the expanding network of stores, Screwfix has never been more convenient.

Brixton has a thriving trade community making it the perfect location for the 350th store. Alasdair Handley, Brixton Store Manager comments: "We have already been out and about getting to know businesses in Brixton and in return we have received fantastic support from the local community, who have all shown a keen interest in the store. We have already attracted repeat business and have begun to develop relationships with new customers."

With tradesmen saying their schedules are getting busier, convenience and speed of service has become an increasingly important factor in their day-to-day business operations as Andrew Livingston, Chief Executive of Screwfix explains:

"Time really is money for many of our customers. It is vitally important to them that they receive a fast and convenient service and as we open the doors to more stores across the UK we are increasing our ability to meet those needs."

Visit Screwfix's Brixton store at: Ellerslie Square Industrial Estate, Lyham Road, Brixton, SW2 5DZ, Monday to Friday 7am-8pm, Saturday 8am-6pm and Sunday 10am-4pm.

The brand's huge range of products and exceptional deals are also available online at www.screwfix.com, on Screwfix's mobile site or over the phone on 0500 414141.

Note to editors

About Screwfix:

Screwfix is recognised as being "where the trade buys" offering a straightforward and transparently-priced retail experience that enables busy tradesmen to shop 23,000 products over the phone, online, via their mobile or from their local store.

- From power tools and work wear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of 350 stores. An extra range of over 3,000 products can be ordered over the phone, online or from a local store for next day delivery, with orders taken up until 7pm to home or site.
- screwfix.com attracts 1.5 million visitors per week and the Screwfix *Click & Collect* service means customers can conveniently purchase supplies online and then collect from store just five minutes later.
- Customers can contact the UK-based Screwfix call centre free 7 days a week (plus bank holidays) on 0500 41 41 41, or on the mobile-friendly 01935 414141.
- Screwfix stores are open 7 days a week – see screwfix.com for local opening hours
- 94 per cent of customers would recommend a friend to Screwfix.

PRESS information:

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