



PR REF: SF003

January 2014

GREAT VALUE WINTER ESSENTIALS FROM SCREWFIX

Leading trade supplier Screwfix has launched the latest edition of its renowned catalogue, which is available for tradesmen to pick up from one of the 315 Screwfix stores nationwide.

The first catalogue of 2014 includes more than 14,000 items, and even more great value products recommended by thousands of UK tradesmen.

For tradesmen looking to get in gear for the winter weather, the Screwfix workwear ranges have been extended even further, offering savings of up to 35% on *Site* weatherproof footwear, with *Site* wellington boots now priced at just £12.99.

For tradesmen working on kitchen refurbishments, a new and stylish range of taps from leading brand *Bristan* also features in the new catalogue, along with a huge selection of switches and sockets to add that finishing touch.

And with savings on power tools and accessories, as well as floodlights and spot heating, tradesmen will have everything they need to keep busy during the winter months, as John Mewett, marketing director at Screwfix, explains:

"To kick off 2014, we've launched the latest edition of the Screwfix catalogue, featuring a whole host of new products and extended ranges to help tradesmen get through the winter season. As always, our catalogue is the heart of the business, and to make life easier for our customers, they can now also download the latest edition to their smart phone or tablet to ensure they have access to all the trade essentials at their fingertips."

"And with more Screwfix stores set to open this year, tradesmen won't be too far from their nearest trade counter, making it even easier for them to pop in and buy everything they need for the job."

Customers can purchase products in one of 315 stores, via Screwfix.com which receives more than 1.3million unique visits per week and hosts hundred of extended online ranges, or

via Screwfix's mobile site, which allows tradesmen to check stock availability and locate their nearest store.

Screwfix's *Click & Collect* service also enables customers to order their selected products online or by phone and pick up their items just five minutes later at their nearest store. And with Screwfix stores open from 7am on weekdays, it's never been easier to get hold of all the trade essentials before the start of the working day. For added convenience, customers can even order products for the next day by 7pm on weekdays.

For more information on Screwfix's new range of products, visit www.screwfix.com, call 0500 41 41 41, pick up a copy of the new catalogue at your local Screwfix store or order it online.

-ENDS-

About Screwfix:

Screwfix is part of Kingfisher plc, Europe's leading home improvement retail group and the third largest in the world www.kingfisher.com. Screwfix is recognised as being "where the trade buys" offering a straightforward and transparently-priced retail experience that enables busy tradesmen to shop 14,000 products over the phone, online, via their mobile or from their local store.

- From power tools and workwear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of over 315 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 1.3 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:

For more information, please contact:

Rachel Tillman, McCann Public Relations, Tel: 0121 713 3593
rachel.tillman@mccann.com

Gemma Williams, McCann Public Relations, Tel: 0121 713 3775
gemma.williams@mccann.com