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LOCAL MAN WINS NATIONAL COMPETITION

From almost 100 entries, local Cheshire tradesman Jason Sanderson has been named the winner of a national 'real' models competition organised by trade retailer Screwfix. Jason fought off stiff competition from nine other finalists from across the country to take home the top prize.

As the winner of the 'Get Geared Up' competition, Jason has won £1,000 worth of tools and work wear as well as a full photographic shoot and will star in the next 'Geared Up' work wear catalogue.

A furniture fitter from Stalybridge, Jason strives to go that extra mile for customers and considers presenting a smart image part of that. Jason knows that delivering superior customer service requires a bit more time and effort but admits the level of job satisfaction makes it all worthwhile.

The 40-year-old, who runs Jason's Fitted Furniture, is very excited about winning the competition. He comments: "I'm absolutely over the moon - I couldn't believe it when I got the call to say I'd won! My fiancé couldn't believe it either, but she has been incredibly supportive."

However, Jason confirms that he didn't go overboard in his preparations for the shoot: "I had a bit of a hair cut but I didn't apply any face masks or anything the night before!" Although Jason admits to one thing playing on his mind when it came to the shoot, he added: "I wasn't sure whether or not to shave my stubble off!"

Matt Tobin, Head of Property and Format Development at Screwfix, said: "At Screwfix we meet hundreds of tradesmen every day in our trade counters and we understand that presenting the right image is crucial for securing work. Jason is therefore the perfect choice as the Get Geared Up winner and exudes the level of professionalism that we have come to expect of tradesman.

"Feedback from our trade panel has suggested that our customers want to see real men in our work wear catalogues, not models, and Jason fits the bill perfectly."

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Further Information

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Note to editors

About Screwfix:

Recognised as being “where the trade buys” and promising a fast, reliable service, Screwfix is the UK’s leading multi-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, Screwfix offers over 18,000 products and is fully committed to customer care and support.

About Geared Up:

Geared Up offers an extensive selection of workwear and personal protective equipment that is dedicated to working as hard as its customers do. With products from big name brands including Snickers, Helly Hansen, CAT, DeWalt and Scruffs, Geared Up is committed to providing its customers with a professional and comfortable fit that offers protection whatever the task. The competitively priced range is available online at www.gearedup.com, via the phone on 0845 600 5560 and in over 165 Screwfix branches nationwide.