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ERBAUER POWERS THROUGH WITH ENHANCED DRILL

Erbauer's best ever performing and lowest priced range of 18V Li-ion cordless power tools launches exclusively in Screwfix this January thanks to the valuable insights and input from the multi-channel retailer's customers.

The range of cordless power tools has been given a radical design upgrade in line with feedback from Screwfix's loyal trade customers, working hard to develop a high quality product at a price which would please buyers, this was done without compromising the quality or the performance.

The improved Erbauer range includes an 18V li-ion combi drill which is 39% lighter than the previous model and an 18V li-ion impact driver whose weight has been reduced by 42%. The batteries have been re-designed so they match the lighter tools, now weighing 45% less than before but still delivering 2 amp hours' worth of power. Overall, the new Erbauer range offers tradesmen the ultimate lightweight drill package that delivers a great quality product and all at a price which is good value for customers..

Other key improvements suggested and now incorporated in the new range include an LED worklight to make working in dimly lit areas even easier, a fan-cooled motor an electric brake and a soft-grip handle for comfort. The new 60 minute charger will help to reduce downtime, allowing tradesmen to get back to the job in hand more quickly.

Ben Lainton, Senior buyer of power tools at Screwfix comments: "We know from talking to our customers that 2015 is set to build on what has been a very busy 2014, so they need to maximise every minute of their working day. So we provide the tools that can help them make the most of their busy schedules and the opportunities available, we work closely with the trade to ensure we offer what they need. This is why we have introduced an enhanced

Erbauer range, one that will provide them with powerful tools they can rely on, all for exceptional value.”

For further information and to order online visit www.screwfix.com. Alternatively, call 0500 41 41 41 or mobile-friendly on 03330 112 112, or pick up a copy of the latest catalogue at a local Screwfix store.

ENDS

Note to editors

To review or test any of the enhanced Erbauer products, please contact Rachel Tillman on 0121 713 3593 / rachel.tillman@mccann.com

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 23,000 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 pick up from the national network of over 350 stores. A further range of over 10,000 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 unique visitors per week and the Screwfix Click & Collect service means customers can conveniently purchase supplies online (or over the phone) and then collect from store just five minutes later.
- Customers can call the UK-based Screwfix Contact Centre 24 hours a day, 7 days a week (including bank holidays) on 0500 41 41 41, or on the mobile-friendly 03330 112 112.
- All of our 350+ stores are open 7 days a week and from 7am Monday to Friday, making sure we are ready when our customers are.
- 9 out of 10 customers would recommend Screwfix to a friend.

PRESS information:

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