



PR Ref: 0021
February 2012

ANOTHER RECORD FOR SCREWFIX?

In the same month that Screwfix celebrated the launch of its 200th trade counter at Heathrow with a Guinness World Record™ screw drilling challenge, the multi-channel trade supplier thinks it may have set a new retail record in the shape of the fastest ever branch opening programme.

January 2012 saw Screwfix open 21 new trade counters, peaking at 16 launches in one week alone – a record for the brand and potentially for the sector itself as Matt Tobin, Head of Property & Format Development at Screwfix, comments:

“Speed and convenience is at the heart of the Screwfix brand as we help busy tradesman on the move make the most of every minute of their day, so we really have put our money where our mouth is with this extremely swift opening programme. This record isn’t one that we’ll be submitting to the officials at Guinness World Records™, but we certainly believe it could be a record for the retail sector. January’s launches have powerfully bolstered our national network, giving us geographical breadth and depth, by supporting our busy urban patches (we now have 50 stores inside the M25) as well as taking the brand into new locations such as Cornwall, along with significant expansion in South Wales, West Scotland and Yorkshire.”

The rapid expansion programme is designed to make the leading trade brand even more accessible and will support the development of Screwfix’s convenient ‘Click, Collect & Go’ service - which enables customers to check that the products they require are in stock, online or on their mobile, order and then collect just 15 minutes later from their local branch.

The pace of this programme is set to continue throughout 2012, with further equally rapid records no doubt following – a significant achievement for the brand that only began to introduce its store offering just six years ago.

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To view the full national Screwfix network and to locate a local branch, visit www.screwfix.com.

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Notes to editors:

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, the unrivalled Screwfix catalogue offers over 18,000 products available for next day delivery or same day collection at over 200 Trade Counters nationwide. Order over the phone, online or via mobile before 6pm for next day delivery or collect within 15 mins at any trade counter.

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