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ENHANCED FORGE STEEL TOOL RANGE AVAILABLE FROM SCREWFIX

Leading multi-channel retailer, Screwfix, has released the best ever performing tools from *Forge Steel* in a significantly extended range in its latest catalogue.

Available exclusively from Screwfix, the popular tool range has had a number of lines added to it, and now comprises more than 200 choices that are designed to perform everyday under pressure. Benefitting from significant research and development to enhance and further improve the trusted tools, the new *Forge Steel* products are designed to be robust and reliable without compromising on the value always offered by the brand.

Not only does the latest range offer a much wider choice in sockets and spanners, but there are also brand new tools included such as coping saws, riveters and a measuring wheel. All of the tools have had their handles updated to improve comfort, which is particularly important on tools used regularly, such as pliers and screwdrivers.

Combining high quality and ease of use, the extended *Forge Steel* range includes everything from cutters to hammers and pliers, ensuring it is the 'go to' selection for tradesmen and serious DIYers looking to keep their toolboxes packed with all the essentials for the job.

Clare Sandford, Senior Buyer at Screwfix believes the significant extension of the range and improvements to the design and tool functionality will ensure they continue to be relied upon to meet the everyday demands of tradesmen: "The enhancements to *Forge Steel* tools are the result of time and resources being dedicated to fine tune the already hugely popular toolbox essentials. We know our customers need their tools to stand up to the demands of their jobs in any working environment, so it's crucial we continue to strengthen what we offer. With so many new lines available, we're confident that tradesmen and serious DIYers will find the perfect tool for whatever job they're tackling."

The latest *Forge Steel* range is available in the new Screwfix catalogue, which is out now, but tradesmen and serious DIYers looking to try out the tools should visit Screwfix LIVE,

taking place at EventCity, Manchester from 12 – 14 September, where they will be available to put the products to the test.

Customers can collect their free copy of the all new Screwfix catalogue featuring *Forge Steel* from more than 350 Screwfix stores or download the Screwfix catalogue app to their Apple or Android smartphone or tablet.

The *Forge Steel* range is available through Screwfix's *Click & Collect* service, which enables customers to order their selected products online or by phone and pick up their items just five minutes later at their nearest store.

For more information on Screwfix's new range of products, visit www.screwfix.com, call 0500 41 41 41 or the mobile-friendly 03330 112 112, or pick up a copy of the new catalogue at a local Screwfix store.

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Note to editors

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 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 7 days a week (including bank holidays) from 7am – 9pm Monday – Friday and 8am – 6pm Saturday-Sunday 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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