



12 January 2015

## **HITACHI AND SCREWFIX JOIN FORCES TO LAUNCH NEW COMBI DRILL TWIN PACKS**

Following the successful launch of the Hitachi 18V combi drill, Screwfix has teamed up with the power tool manufacturer once again, to provide its customers with the opportunity to be the first to purchase a range of new combi drill twin packs.

Tradesmen will be able to choose from two different packs, both of which feature Hitachi's popular 18V combi drill, which was specially commissioned and co-designed by Screwfix in response to feedback received from trade customers.

The twin packs include the Hitachi 18V combi drill with either Hitachi's 18V impact driver for £169.99 or the Hitachi 18V drill driver for £149.99. Both packs come complete with a three year warranty when registered online, a 40 minute charger to reduce downtime and a hard carry case for maximum protection.

The Hitachi 18V combi drill has been designed to be tougher, faster and more advanced than any other combi drill in its price range. The innovative model incorporates all of the features and benefits that Screwfix customers highlighted as being important to them, including a minimal charge time for full power delivery.

The drill includes 55Nm maximum hard torque for use with bigger screws, generating a larger drilling capacity into wood and faster drilling into masonry, alongside a single sleeve chuck for ease of use and bit retention. A spindle lock has also been incorporated to provide maximum efficiency to help get the job done faster. Tradesmen with other Hitachi battery-powered tools will also benefit from the fact that all Hitachi 18V slide batteries are compatible with both the new drill and other products across the range.

Ben Lainton, Senior Buyer of power tools at Screwfix, comments: "Since its launch in September, our Hitachi 18V combi drill has proved incredibly popular with our customers.

Thanks to its robust design and exceptional value, it is our most powerful drill available for under £100.

“It is in response to this positive reaction from our trade customers that we have decided to partner with Hitachi again to offer these twin packs. We know that many tradesmen are increasingly busy, so they need to be able to deliver quality work as efficiently as possible. The Hitachi twin packs have been specifically designed to meet this need, whilst offering great value and the quality and innovation for which the brand is known.”

The Hitachi combi drill packs are both available at Screwfix from January 2015.

For further information and to order online visit: [www.screwfix.com](http://www.screwfix.com). Alternatively, call 0500 41 41 41 or mobile-friendly on 03330 112 112, or pick up a copy of the new catalogue at a local Screwfix store.

**ENDS**

**Note to editors**

To review or test either of the new twin packs, please contact Rachel Tillman on 0121 713 3593 / [rachel.tillman@mccann.com](mailto: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](http://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](http://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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