

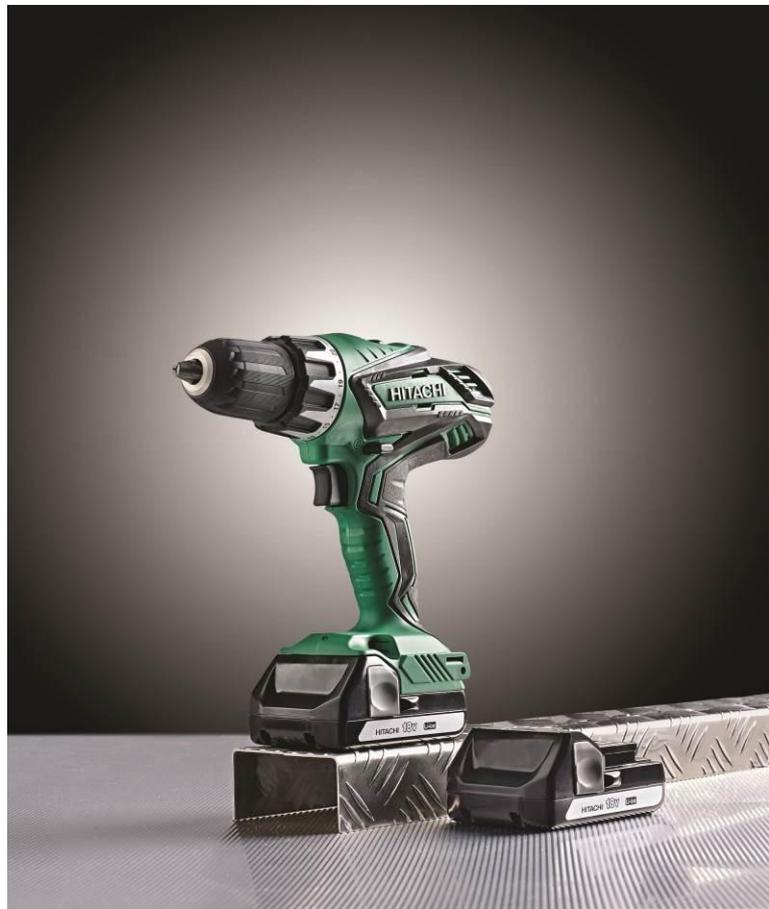


01 September 2014

POWERFUL PARTNERSHIP: HITACHI AND SCREWFIX JOIN FORCES TO LAUNCH EXCLUSIVE NEW COMBI DRILL

Leading trade supplier, Screwfix, has partnered with Hitachi to develop and exclusively launch Screwfix's most powerful 18V combi drill for less than £100.

A world exclusive, the new Hitachi 18V Combi Drill was specially commissioned and co-designed by Screwfix in response to feedback from its trade customers, following an extensive consultation programme. The drill, which has been in development for almost a year has been designed to be tougher, faster and more advanced than any other combi drill in its price range, incorporating all of the features and benefits Screwfix customers highlighted as important to them, including a minimal charge time for maximum power.



Complete with a three year warranty when registered online, it also 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 providing maximum efficiency, while its 40 minute charger reduces downtime, allowing tradesmen to get back to the job in hand.

Tradesmen with other Hitachi battery-powered tools also benefit from the fact that all Hitachi 18V slide batteries are compatible with the new drill.

Ben Lainton, Senior buyer of power tools at Screwfix comments: “We know that many tradesmen are increasingly busy, so they need to be able to deliver quality work as efficiently as possible. As a result, they need tools that they can rely on, but that also offer exceptional value. From feedback gathered from our trade customers, we knew there was a need for a cost-effective but powerful combi drill. Known for quality and innovation, we chose to partner with Hitachi to develop a drill that met this need but also pushed the boundaries of what we’ve offered in the past

“The end result of our development means we can now exclusively offer tradesmen the most powerful combi drill we’ve ever had available for under £100.”

The Hitachi 18V Combi Drill offers maximum drilling capacities of 13mm in masonry, 38mm in wood and 13mm in steel and is available exclusively at Screwfix from September 2014.

For further information and to order online visit www.screwfix.com. Alternatively, call 0500 41 41 41 or mobile-friendly on 03330 112 113, or pick up a copy of the new catalogue at a local Screwfix store.

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Note to editors

To review or test any of the new Hitachi 18V Combi Drill, 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](https://www.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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