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## **HYENA RANGE LAUNCH SETS NEW BENCHMARK FOR WORKWEAR**

A new range of premium workwear developed in conjunction with tradesmen is set to revolutionise the market with its offering of top-end design and unbeatable durability.

Exclusive to Screwfix, the new *Hyena* range allows tradesmen to combine style, comfort and strength using innovative technology normally seen in outdoor footwear and clothing, as well as providing design elements normally seen in high-end performance products.

### **Tough Trousers**

The *Hyena* range contains three trouser options suitable for a range of budgets, each offering their own, unique combination of design and durability features.

- The *Snowdon* trousers are Teflon coated to provide resistance to oil, water and stains. They are made with durable Cordura fabric in areas of high abrasion and use 3M reflective tape to increase visibility in the dark.
- The *Everest* trousers are all about comfort. They are made in a stretch fabric and feature a crotch panel that gives tradesmen extra room and increased manoeuvrability, making them more comfortable when working in tight spaces and kneeling.
- The *Krakatowa* trousers incorporate both the comfort stretch fabric and Teflon coating and features handy zip-off holster pockets. The Cordura knee fabric also has an added feature, of a hi vis yarn perfect for poor lighting.

All of the trousers in the *Hyena* range come with an extendable Cordura hem to allow the standard 32" leg length to be easily increased to 34". Pockets are also large enough to easily fit smart phones and these three woven trousers also have shirt gripper waistbands.

Also included in the range are the lined *K2* 100% waterproof trousers, a real innovation in the workwear market providing tradesmen with all the tool pocketing they need as well as waterproof protection. The long hem zips allow easier footwear access, perfect for wellingtons or rigger boots.

## Reliable Footwear

Built to withstand and perform under extreme conditions, the *Hyena* footwear range combines maximum protection and durability with style, introducing three innovative designs to the market.

- Thanks to the use of a Hydroguard membrane inside the boot, the Safety Basic Hybrid rated *Nevis* boot is both waterproof and breathable. The steel toe cap rigger/wellington hybrid features a dual density sole for comfort and protection against impact, as well as resistance to oil and petrol. Leather side loops and an extra-strong heel kick make easy work of getting the boots on and off.
- *Hyena's Eiger* hiking boot mixes design aesthetics of outdoor leisure apparel with hi-tech performance fabrics. The innovative cushioned sole is designed to ensure increased comfort while providing protection even in the toughest conditions.
- The *Ravine boot* uses technology normally seen in walking boots to create the ultimate work boot. With a steel midsole it offers full protection and an anti-slip sole provides grip and traction suitable for a range of work environments.

## Durable Jackets with a Design Edge

Taking tradesmen from site to social setting with ease, the *Summit* jacket strikes the perfect balance between durability and design. This soft shell jacket is made from a triple layer laminate which is water resistant, breathable, with a soft fleece inner lining and features waterproof zips and Velcro cuffs to keep the elements out. This jacket boasts a detachable zip hood, reflective tape trim and durable fabric in areas of high abrasion for long lasting wear to name but a few of the features.

Commenting on the launch of the new *Hyena* range, Matthew Bowkett, workwear buyer at Screwfix, says: "By listening to tradesmen about what they want and need from their clothing we have been able to develop a range that takes workwear to the next level. Never before has a range so successfully combined the essential elements of safety and durability with desirable design, and we are proud to be the exclusive stockists of this incredibly exciting new line of clothing, footwear and accessories."

The *Hyena* range is available exclusively at Screwfix from 1<sup>st</sup> September. For further information and to order online visit [www.screwfix.com](http://www.screwfix.com). Alternatively, call 0500 41 41 41 or pick up a copy of the new catalogue at a local Screwfix store.

**ENDS**

**Note to editors**

To review or test any of the new *Hyena* range, 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 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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