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NEW SUPPLIERS GET SCREWFIX SEAL OF APPROVAL

Leading multi-channel trade supplier Screwfix is continuing to back innovation after listing more than 170 new products on its popular website.

The majority of new products came from 26 new suppliers which were selected during a recent 'Innovation Day' event, organised by Screwfix and the British Home Enhancement Trade Association (BHETA).

Those which most impressed the Screwfix team of buyers at the event are now participating in a four month online trial with Screwfix, whose products are viewed by more than 1 million tradesmen and serious DIYers every week. The products which prove successful during this trial will go on to receive a sought-after listing in the Screwfix catalogue.

One company which is already benefitting from their online listing with Screwfix is Centurion Europe. After meeting the Screwfix buyers at the 'Innovation Day', Centurion Europe's sales director, John Burley, impressed the team with the company's stencil letter and number kits and lockout electrical safety kits. Both products are now listed on the Screwfix website, allowing Doncaster-based Centurion Europe to reach a new customer base.

For many of the companies taking part in the online trial, this is the first time their products have been made available through a large supplier. Plus, with more than 270 stores across the UK, getting a Screwfix catalogue listing after the online trial could be a breakthrough for many products and companies.

In addition, the new suppliers participating in this online trial have also been invited to a similar 'Meet the Buyer' event in France with Screwfix's sister company Castorama, presenting an exclusive opportunity to sell to a European audience.

Andrew Livingston, CEO at Screwfix, comments: “Our Innovation Day allowed us to cut the red-tape in setting up new suppliers and fast-track these exciting and innovative products into our range. Setting up relationships with new suppliers is key to the ongoing development of our brand and our offering, as we continue to look for ways to offer our customers the best possible choice.

“We are committed to backing British innovation and SMEs, and with such an array of new products coming into the market, it really is a win-win situation for everyone involved.”

After the success of Screwfix’s ‘Innovation Day’, the company is holding another meet the buyer event in October For more information visit www.screwfix.com.

- ENDS -

Note to editors

About Screwfix:

Screwfix is recognised as being “where the trade buys” offering a straightforward and transparently-priced retail experience that enables busy tradesmen to shop 14,000 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 collect from the national network of over 270 stores. An extra range of over 3,000 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 million visitors per week and the Screwfix *Click & Collect* service means customers can conveniently purchase supplies online and then collect from store just five minutes later.
- Customers can contact the UK-based Screwfix call centre free 7 days a week (plus bank holidays) on 0500 41 41 41, or on the mobile-friendly 01935 414141.
- Screwfix stores are open 7 days a week – see screwfix.com for local opening hours
- 94 per cent of customers would recommend a friend to Screwfix.

PRESS information:

For more information, please contact:

Katie Allsopp, McCann Public Relations, Tel: 0121 713 3769

Katie.allsopp@mccann.com

Manisha Jani, McCann Public Relations, Tel: 0121 713 3868

Manisha.jani@mccann.com