



January 2014

## **SCREWFIX SETS UP SHOP IN NORTHERN IRELAND WITH FOUR NEW STORES**

Screwfix, the UK's leading multi-channel supplier of trade tools, hardware, DIY supplies, plumbing and electrical equipment, is proud to be opening its first stores in Northern Ireland this month.

The retailer, a favourite with both trade and DIY customers, will be opening in Ballymena, Belfast and Newtownabbey on the 13th January, 2014, and Bangor on the 27<sup>th</sup> January. The four stores create fifty new jobs in Northern Ireland with all store team members recruited from the local area.

The launches are the latest in the company's increasing store network, which now has more than 300 stores across the UK.

Screwfix has an established reputation as the UK's largest direct and online supplier of trade tools, and is known as 'where the trade buys'. These new stores will bring the brand's expertise and functional product range to Northern Ireland's tradesmen and DIY enthusiasts, stocking thousands of tools, accessories and hardware products under one roof.

Andrew Livingston, CEO of Screwfix, comments: "We are excited to be launching our first stores in Northern Ireland, giving local tradesmen, handymen and serious DIYers the chance to purchase products at a time and place that suits them. Customers in the area have been shopping online at Screwfix.com for many years, and we are delighted to now be able to offer them the Screwfix store experience for added convenience and speed."

As well as the new stores, Screwfix's website Screwfix.com, which receives over 1.3 million visitors per week, hosts thousands of products available to order and gives customers the ability to check stock at their local stores. They can then use Screwfix's Click & Collect service to conveniently purchase supplies online and then collect from store just five minutes later. What's more, for people on the move, Screwfix has developed fantastic mobile and tablet apps. These can be downloaded and are ideal for checking stock, making orders, browsing a catalogue and helping to plan equipment needed for a job.

In addition to Screwfix, qualified plumbers and electricians can also take advantage of the exclusive Plumbfix and Electricfix offerings. These dedicated trade counters, located next door to each Screwfix store, enable plumbers and electricians who can prove their professional trade status within the industry, to access select products and offers.

The new stores in Ballymena, Belfast, Bangor and Newtownabbey are open seven days a week (Monday to Friday 7am-8pm, Saturday 8am-6pm and Sunday 1pm-6pm). For more information, log on to [www.screwfix.com](http://www.screwfix.com), or customers can contact the UK-based Screwfix call centre free on 0500 41 41 41, or call the mobile-friendly number 03330 112 112.

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### **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 300 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 4pm to home or site.
- screwfix.com attracts 1.3 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 03330 112 112.
- 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:

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