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NEW SCREWFIX CATALOGUE SET TO CAPITALISE ON 2013 HOME IMPROVEMENT TREND

- ***Householders set to improve not move in 2013***
- ***Trade professionals say home improvement will be the biggest trend of 2013***
 - ***Households to stay in their current home for 10 years or more***

Leading supplier to the trade Screwfix is predicting a boom in home improvement over the next year as households invest more in their current homes, with research showing that the 56% of tradesmen believe home improvement will be the biggest trend of 2013, beating “going green” and doing up newly-bought homes*.

This trend is further supported by consumer research which found that 48% of UK households plan to stay in their current home for 10 years or more, choosing to update and improve instead of moving somewhere new**.

All in all, welcome news for the trade, as John Mewett, marketing director at Screwfix, explains: “Our customer insight found that a 35% of tradesman cited lack of new business leads as the biggest barrier to business growth in 2012*. These latest stats highlight strong consumer demand for home improvement projects, bolstered by the fact that they will be relying on a tradesman to get these jobs done, painting a brighter picture for the trade in 2013.

“There is a clear opportunity for the trade to capitalise on this trend, but working efficiently and effectively will be a key priority. It is therefore equally welcome news that we have launched the latest edition of our catalogue, boasting an unparalleled choice of products at trade prices, all designed to help keep tradesman at the top of their game.

“There has been much talk about how consumers strongly embraced click and collect concepts to revolutionise their Christmas shopping last year, but our trade customers are already very familiar with such convenient retailing. Our click and collect service has really taken hold since its launch in 2012, with customers using it to ‘power up’ their purchasing and save valuable time between jobs. Customers can use click and collect to order their selected product by phone or online and then pick up their item at their nearest Screwfix store.”

The research also showed that homeowners may have a number of DIY home improvements planned, but most will be relying on a tradesman to get the job done**. Eight out of 10 would not feel comfortable installing a kitchen without a tradesman, and 86% would not feel comfortable installing a bathroom**. Households are looking to maximise space and functionality, taking advantage of the latest gadgets and appliances to put off the need to move. Some will be adapting their homes to suit the changing needs of their family, others will be looking to increase their property’s value. Whatever the driver, it’s clear that having a trusted tradesman on hand will be a priority for the majority of households.

Tradesman this year are also set to be increasingly called upon for smaller jobs, with two thirds of households requiring their assistance when it comes to installing bedroom furniture and 42% admitting they would use a tradesman for small repair jobs around the home**.

Additionally, more than half of tradesman said they are planning to improve their skills in 2013 to meet this demand, and 46% plan to take advantage of new technology to improve the way they work*.

-ENDS-

Note to editors

* According to insight research completed by Screwfix in December 2012.

** According to a survey completed by Kingfisher in 2012 encompassing the views of 16,000 respondents across the UK, Turkey, Russia, Republic of Ireland, Poland, France, Spain and Germany <http://www.kingfisher.com/index.asp?pageid=256>

Additional statistics available on request (katie.allsopp@mccann.com)

For more information on Screwfix's new range of products, visit www.screwfix.com, call 0500 41 41 41 or pick up a copy of the new catalogue at your local Screwfix store or order it online.

About Screwfix:

Recognised as being "where the trade buys" and promising a fast, reliable service, Screwfix is the UK's leading multi-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, Screwfix offers over 18,000 products and is fully committed to customer care and support.

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