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TRADESMEN BECOME MORE MOBILE THAN EVER BEFORE

Chippies, brickies, sparkies and plumbers are increasingly relying on tablets and smartphones to shop for their tools 'on the go' according to leading trade supplier, Screwfix.

With trends suggesting that tablet sales will have over taken those of desktop computers by the end of 2014, retailers to the trade must recognise the importance mobile technology has to empower customers.

The insight shows that for busy tradesmen going from job to job, time is money. Screwfix customers are now placing over 300,000 orders per week via the mobile site; with over 70% of all mobile orders using Click and Collect, proving that convenience is of vital importance.

Chris Chapman, Customer Proposition Manager at Screwfix, tells us: "The traffic to Screwfix.com via mobile tablets has rocketed by 145% compared to last year. A survey of our customers also showed us that there is a spike in tradesmen shopping in the evening, which suggests that they are using their limited leisure time to plan their next set of purchases and working round the clock.

"To help tradesmen make the most of their time, we have developed a quick, simple and 'no nonsense' way of shopping with us from the comfort of their own home. Our mobile site is accessible and easy-to-use, and as well as ordering whilst on the move, even if our customer's drop out of connection they can still browse our 20,000 products on our catalogue app."

The Screwfix Apps are available on the App store for Apple users or on Google Play for Android users.

For more information on Screwfix, visit www.screwfix.com, or call 0500 414141.

- ENDS -

Note to editors

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 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 buy from the national network of over 335 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 1.5 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 0333 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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Screwfix.com launched 15 years ago and is now visited by 1.5 million customers a week, an increase of 18% year on year.