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## EXCLUSIVE NEW PRODUCTS NOW AVAILABLE FROM SCREWFIX

- ***Hitachi* drill - our most powerful 18v combi drill for less than £100**
- ***Hyena* - premium workwear offering of top-end design and unbeatable durability**
- ***Site* - taking safety footwear to the next level**
- ***Forge Steel* – products that perform everyday under pressure**
- ***Yale* – top of the range home protection wireless alarm**

Multi-channel retailer, Screwfix, has released the latest edition of its renowned catalogue, packed with exclusive new ranges from leading brands including Hitachi and DeWalt.

Available to collect free from over 360 Screwfix stores nationwide, the catalogue includes almost 14,000 items, thousands of which have been rated and recommended by UK tradesmen.

Customers can now get their hands on Screwfix's most powerful 18V combi drill for under £100. Exclusive to Screwfix, the *Hitachi 18V Combi Drill* was specially commissioned and co-designed by Screwfix in response to feedback from its trade customers. Designed to be tougher, faster and more advanced than any other combi drill in its price range, the *Hitachi 18V Combi Drill* comes complete with a three year warranty when registered online, 55Nm maximum hard torque for use with bigger screws, and a single sleeve chuck for ease of use and bit retention.

The new catalogue's extensive collection of workwear has also been further enhanced with the launch of *Hyena*, a new premium range exclusive to Screwfix. Revolutionising the market with top-end design and unbeatable durability, the *Hyena* collection incorporates technology normally seen in outdoor footwear and clothing. This combined with design elements usually found in high-end performance products, offers tradesmen style, comfort and strength.

Screwfix has further extended its collection of safety footwear with the introduction of a range of new boots from *Site*. Another exclusive range to Screwfix, *Site* takes safety footwear to the next level and has been specifically created to meet the toughest outdoor

work environments, while offering an on-trend edge. Combining protection, comfort and durability with design elements from high-street and outdoor fashion, *Site* footwear presents safety-first designs which exceed expectations.

The new catalogue also features the extended high-performing *Forge Steel* range, available exclusively at Screwfix. The range of tools now comprises more than 200 options designed to consistently perform under pressure. Each product has been reviewed and refined to support high levels of workmanship without compromising on the value associated with the leading range. Combining great quality and ease of use, the range includes everything from pliers and cutters, to hammers and axes, ensuring it is the 'go to' selection for tradesmen who are looking to keep their toolboxes stocked with the essentials.

Exclusive to Screwfix, the catalogue introduces the Yale wireless alarm kit providing peace of mind with its innovative features. A telecommunications panel will alert users by telephone should the alarm be activated. With the ability to store up to three numbers including home, mobile and work, each number can be called in succession ensuring property owners are informed of any activation as early as possible. The system also has a tamper alert and can be activated and deactivated by a touch-tone phone. Customers are able to expand the security system with additional accessories to provide coverage for larger properties, making it the perfect home protection kit.

John Mewett, Marketing Director at Screwfix, comments: "The latest edition of our catalogue features even more products from leading brands. We continually listen to our tradesmen about what they need from both their tools and workwear and have been able to introduce a selection of exclusive new products designed to suit their needs."

Customers can collect their free copy of the all new Screwfix catalogue from more than 360 Screwfix stores or download the Screwfix catalogue app to their Apple or Android smartphone or tablet.

All of the new ranges are available from Screwfix.com which receives more than 1.5 million unique visits per week, or via Screwfix's mobile site, which helps tradesmen to locate their nearest store.

Screwfix's *Click & Collect* service also enables customers to order their selected products online or by phone and pick up their items just five minutes later at their nearest store. And with Screwfix stores open from 7am on weekdays, it's never been easier to get hold of all the

trade essentials before the start of the working day. For added convenience, customers can even order products for the next day by 7pm on weekdays.

For more information on Screwfix's new range of products, visit [www.screwfix.com](http://www.screwfix.com), call 0500 41 41 41 or the mobile-friendly 03330 112 112, or pick up a copy of the new catalogue at a local Screwfix store.

**-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](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 360 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 360+ 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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