



PR Ref: 052
November 2010

SCREWFIX RANGE HEATS UP

Heating season has well and truly set in and with the temperatures dropping Screwfix has added to its extensive range of heating products to keep its customers cosy this winter.

The wide-ranging collection from Screwfix includes multi-fuel stoves, fires, heaters, radiators and innovative thermostats from big name brands to ensure that none of its customers are left out in the cold.

Stylish, smart and snug

With 18 new additions to the Be Modern and Focalpoint ranges of fires, the leading multi-channel supplier is offering style as well as substance, with customers now able to get their hands on a variety of designs to suit individual needs and tastes. All fires should be fitted by qualified tradesmen, and whether modern or traditional, wall-hung or free-standing, there is a fire to suit every room in every home.

Screwfix is now also offering an extensive collection of designer radiators, which are available in vertical and horizontal styles, in white, anthracite, grey, silver or chrome. Coming complete with high BTU ratings, the new range is also guaranteed to give out some serious heat, whilst bringing elegance and comfort into the home.

Heating your home

Central heating has to work particularly hard during our Great British cold snaps, so the Screwfix range is there to lend a helping hand with easy to use thermostats and heating products that make sure you get the most out of your radiators.

The innovative range of room thermostats, in both wired and wireless formats, from Siemens, Danfoss, Horstmann, Drayton and Honeywell, ensures that temperature control is at your finger tips, whilst a large collection of thermostatic and regular valves provides ultimate control over individual radiators. Being able to control the output of specific radiators ensures that valuable energy and precious pennies aren't wasted at this energy-intensive time of year.

Warming up the workshop

Screwfix also recognises that tradesmen and serious DIY enthusiasts need to keep warm whilst toiling away on site and in their workshops, so its selection of electrical portable heating products is designed specifically to provide warmth on the move.

The Honeywell Fan and Space Heaters are the perfect solution when a room needs a heating boost and, with thermostatic controls, are ideal for workers who want to leave the winter weather outside.

John Mewett, marketing director at Screwfix, comments: "Following one of the coldest winters on record last year, at Screwfix we understand the need to be prepared for cold snaps and dropping temperatures. Radiators, fires and thermostats are essential products for our customers this winter, and with an extended range that includes even more big name brands, they now have an even greater choice. It is more important than ever that our products offer style, practicality and affordability, and we are confident that our range of products offers something to suit everyone's needs."

To find out more about Screwfix's heating range you can visit your local trade counter, go to www.screwfix.com or call 0500 41 41 41 for more information.

-ENDS-

Note to editors

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.

PRESS information:

For more information, please contact:

Elizabeth Mitchell, McCann Erickson Public Relations, Tel: 0121 713 3868, Fax: 0121 713 3799. elizabeth.mitchell@europe.mccann.com