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## **RISE OF THE TECHNICAL TRADESMAN**

Recent research by leading supplier, Screwfix, has revealed that technology is fast becoming one of a tradesman's most valuable business tools, along with the traditional power tools, screws and safety boots. With four out of five UK tradesmen having now purchased trade goods online, it seems tradesmen are taking full advantage of all that multi-channel ordering has to offer.

The research revealed that convenience is now the number one consideration for tradesmen when it comes to getting their hands on the tools they need for the job, with recipients ranking convenience above both price and product when asked to put the factors in order of importance.

'Pressure to maximise working time'; 'less scope to plan ahead' and 'higher consumer expectations' were all quoted by tradesmen as reasons why convenient purchasing is now key to the running of their business.

John Mewett, marketing director at Screwfix, explains: "We know from our customers that in today's economic climate, time is of the essence, as the more time they spend out working and quoting, the quicker they can grow their business.

"We also know that no two customers are the same when it comes to getting their hands on the products they need, except when it comes to one thing, they know what they need and when they need it. It is therefore vital that they can order or purchase products at a time and place to fit in with their schedule.

"As a result, our customers are telling us that flexibility of purchasing is becoming increasingly important to them when it comes to making sure that they have the right tools for the job, and as such technology is increasingly important.

“For example, whilst many of our customers at Screwfix purchase products in-branch, our study has shown that more and more of our customers are researching tools and shopping across a combination of channels, whether it be over the phone, online or in branch. In fact, 950,000 a week customers regularly visit [www.screwfix.com](http://www.screwfix.com), and 80 per cent of our tradesmen have purchased online at some point.

“The success of our new reserve and collect service, which enables customers to purchase online, and collect their products in any one of 186 branches just 15 minutes later, also echoes this change in purchasing approach. Over 125,000 customers a week are taking advantage of its stock check function.

“The combination of greater number of branches and increased technology that Screwfix now offers provides the perfect solution for tradesmen. And as this continues to evolve, we are seeing more and more of our customers starting to adopt a truly multi-channel approach as they look for quicker, easier and smarter ways of getting the products they need, when they need them.”

To access Screwfix’s full range of products call FREE on 0500 41 41 41, visit [www.screwfix.com](http://www.screwfix.com) or visit your local branch to get hold of your copy of the latest catalogue. .

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### **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.

Screwfix’s new reserve and collect service will launch on mobile in January 2012, and will enable busy tradesmen on the move to get their trade essentials quickly and conveniently.

#### **PRESS information:**

For more information, please contact:

Manisha Jani, McCann Erickson Public Relations, Tel: 0121 713 3868, Fax: 0121 713 3799.

[Manisha.jani@mccann.com](mailto:Manisha.jani@mccann.com)