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## **SCREWFIX GOES FROM STRENGTH TO STRENGTH**

Screwfix, the UK's leading multi-channel supplier of tools, plumbing and electrical equipment, has revealed details of its successful year, bucking the retail downward trend.

Whilst the last 12 months has seen many household names fade from the high street to trade online, Screwfix has opened 60 new stores across the UK, increasing its regional network, supporting its online presence and creating more than 700 new jobs along the way. A further 50 new stores are planned in 2013, which will bring the network to more than 300.

In addition to its extensive store expansion programme, Screwfix has also successfully grown its online and mobile presence, providing a truly multi-channel offering. Thousands of orders are completed every week via its Click & Collect service and mobile sales have increased by almost 700% year on year.

Underpinning the retailer's growth has been the development of its specialist trade offering, with 45 Plumbfix and Electricfix trade counters added to existing stores during the company's financial year. Catering for qualified plumbers and electricians only, these divisions have seen a large customer increase, with tradesmen taking advantage of the exclusive range of products at trade-only prices.

In addition to the success of its specialist trade counters, the retailer has also launched a number of exclusive products. One of the most notable is the "Site" workwear brand, which prides itself on being great value for money without compromising on quality, now accounts for more than 25% of the company's entire clothing and footwear sales, proof that retailers need to adapt their offering in line with changing customer needs.

Andrew Livingston, CEO at Screwfix, comments: "While the last year has certainly been exciting with our rapid store expansion programme and continued success of Click & Collect, customers are still at the heart of everything we do."

“By launching more stores, extending opening hours and offering more purchasing channels, we are helping to make the brand even more accessible to tradesmen and DIY enthusiasts across the nation.

“Our customers have shown us just how passionate they are about the products they use having left nearly 10,000 reviews of 4\* and above on our website, and it’s by tapping into this kind of insight that we are able to constantly evolve our business. A particular highlight for me this year has been the success of the mobile site. As well as this, we have also introduced international shipping to 23 countries across Europe, and I’m looking forward to taking this aspect of the business forward.”

One of Screwfix’s latest additions has been the introduction of “Trade Value” and “Trade Rated” products into its unrivalled catalogue. These new features allow customers to compare products which have been tried and tested by qualified tradesmen and received a minimum 4\* rating, helping them to make informed product selections, making it even easier for them to shop.

For more information on Screwfix visit [www.screwfix.com](http://www.screwfix.com) or call 0500 414141.

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#### **About Screwfix:**

Screwfix is part of Kingfisher plc, Europe’s leading home improvement retail group and the third largest in the world, with 1,025 stores in eight countries in Europe and Asia. Its main retail brands are B&Q, Castorama, Brico Dépôt and Screwfix.

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 collect from the national network of 275 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 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 01935 414141.
- 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.

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