



October 2013

## SCREWFIX KITS TRADESMEN OUT IN TOP GEAR

After record breaking sales in workwear, leading trade supplier, Screwfix, has grown its popular Site range, offering an even wider choice of workwear and footwear to tradesmen and serious DIY-ers.

Site workwear is both value for money and functional, with many of its products offering features that are usually found in higher priced ranges. Along with ensuring tradesmen have the right protection when it comes to workwear, Site also gives a wide breadth of choice within its product range, all at value for money prices.

### Site safety footwear

A fifth of tradesmen have reported injuries to their feet while working\*, and so having the right boots for the job is vital to workplace safety.

All Site footwear has both a toe cap and a protective midsole, offering extra protection to tradesmen. Site Superlight Pumice and Topaz Safety Boots have been introduced to the range and have been especially designed to offer a lightweight footwear option without compromising on practicality or safety. Screwfix has also extended its range of colour options for the Site Safety Boots so tradesmen can select a colour that most suits them, as well as retaining the ever popular honey colour and the always practical black.



### Site trousers

Tradesmen can also now purchase Site waterproof trousers for the first time, perfect for working outdoors in bad weather or for protecting clothes underneath. In addition, Screwfix also stocks Site Mastiff Trousers complete with reinforced knees, 17 pockets and straps for hammers and tools at around 50% of the price of other comparable trousers on the market.

Screwfix also offers knee pad inserts which can be bought to go inside Site trousers to protect the knee joints while working. The inserts are particularly suitable for plumbers and tilers, protecting their joints while kneeling and protecting from sharp objects. All Site trousers have knee pad pockets and if these aren't required, this material acts as an extra layer of fabric in one of the areas of highest wear.

### **Site tops and specialist clothing**

Site offers a practical and versatile range of garments from the basic Pepper Polo Shirt to body warmers, soft-shell jackets and rain jackets. As safety and versatility are key at this



time of year, winter essentials such as hi-vis reversible body warmers and three-in-one hi-vis jackets which feature a detachable fleece-lined inner waistcoat with removable sleeves and storm flap, have also been introduced to the Site range.

Susan Spence, workwear development manager at Screwfix, commented: "The Site range has been extended to ensure suitable workwear is easily accessible at affordable prices. From our research, we have seen that our customers recently gave our workwear 4.5 out of 5 stars for style and functionality.

"Our customers have faced one of the toughest recessions in the sector for decades so value and durability are key. Our Site range reflects the changing trends in this market as it moves increasingly away from old clothes that 'don't matter' to products that are fit for purpose and are 'built for work'."

The Site range is available to purchase by phone on 0500 41 41 41, online at [www.screwfix.com](http://www.screwfix.com), or at any of Screwfix's 300+ stores.

**-ENDS-**

\* According to insight by Screwfix in December 2012

**About 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 over 300 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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