



PR REF: SF038

March 2013

SCREWFIX OFFERS ADDED VALUE WITH NEW CATALOGUE

Tradesmen have rated more than 9,000 products as being 4* and above on the Screwfix website, ranking the tools and products they use on a daily basis. To ensure customers pick the best tool for the job, leading multi-channel supplier Screwfix has included these reviews in its catalogue for the first time ever.

The new catalogue, which supports Screwfix's popular website and phone ordering service, will now feature "Trade Value" and "Trade Rated" items, helping customers browse and purchase the trade essentials.

Plus, with 280 Screwfix stores now open from 7am on weekdays, it couldn't be easier for customers to get their hands on more than 11,000 tools, accessories and hardware products before starting the working day.

Screwfix's "Trade Value" products is a range of essential everyday items which have received a 4* or above rating from the trade. This gives customers the chance to purchase popular products which are great value for money and perfect for getting the job done.

The new catalogue also features "Trade Rated" items which all have 4* and above ratings and the seal of approval from tradesmen across the UK. This allows customers to compare products which have been tried and tested by qualified tradesmen, helping them to make informed product selections.

John Mewett, marketing director at Screwfix, comments: "We know tradesmen are passionate about the products they use, and the thousands of reviews we've received online are evidence of this. More than 10,000 of products have been rated on Screwfix.com by tradesmen, and so we wanted to put these reviews into our catalogue to help make the selection process even easier for customers.

“Now tradesmen can easily see which products have been highest rated by their peers, a useful tool when choosing between items. And, with all Screwfix stores now open from 7am on weekdays, tradesmen have the opportunity to pop in and stock up on these essentials before going out on their first job.”

Screwfix's *Click & Collect* service also enables customers to order their selected products online or by phone and pick up their items just 5 minutes later at their nearest store.

For more information on Screwfix's new range of products, visit www.screwfix.com, call 0500 41 41 41, pick up a copy of the new catalogue at your local Screwfix store or order it online.

-ENDS-

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 260 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.

PRESS information:

For more information, please contact:

Katie Allsopp, McCann Public Relations, Tel: 0121 713 3769
Katie.allsopp@mccann.com

Manisha Jani, McCann Public Relations, Tel: 0121 713 3868
Manisha.jani@mccann.com