



9th May 2013

Screwfix on BBC Breakfast

Screwfix has been enjoying some time in the spotlight after the Sutton Coldfield store was visited by the BBC Breakfast team. BBC business reporter Dominic Laurie presented live from the store during the morning programme on May 7, with Bill and Susanna joining the debate from the BBC Breakfast sofa. The programme included an interview with Andrew Livingston, Chief Executive of Screwfix.

The feature looked at why some retailers, who started out as catalogue or online retailers, are investing in store expansion – thanks to the enduring power of bricks and mortar.

As a business that began life as a catalogue in 1979, Screwfix provided a great case study for the BBC Breakfast team of a company which recognises the value of having a physical presence, having opened its first store just eight years ago. Screwfix has since been opening a new store almost every week and will be celebrating the launch of its 300th store this year.

The Sutton Coldfield store is open from 7am each weekday morning, but it was an extra early start for the store team to welcome the BBC filming crew and producer. However, they all got their chance to be on camera and some budding TV stars soon appeared!

To read more about Screwfix's store success visit <http://www.bbc.co.uk/news/business-22404652>.



Screwfix CEO Andrew Livingston is interviewed by BBC Breakfast



Dominic Laurie, BBC Breakfast (4th from left) and Andrew Livingston, Screwfix CEO (centre), with the Sutton Coldfield store team.

-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:

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