



SCREWFIX BUILDS BRICKS AND MORTAR PRESENCE WITH 300TH STORE

Trade and DIY retailer Screwfix is now even more accessible for busy tradesmen on the move across the UK, with the launch of its 300th trade counter in Birstall, West Yorkshire.

Screwfix started life as a mail order catalogue-based business, but in response to customers needing to get their tools quickly and conveniently, a rapid store expansion has followed, with 60 stores being opened in 2013 alone. The national store network now gives the nation's tradesmen, which includes builders, plumbers and electricians, as well as serious DIY-ers, greater access to tools and supplies when on the move in-between jobs. Meeting this 300th store milestone is equally significant given that Screwfix opened its very first store just eight years ago in Yeovil, Somerset.

This need for a fast and easy shopping experience has been boosted by an early adoption of a multi-channel model as Screwfix chief executive Andrew Livingston explains:

"It really is a case of time is money for our customers because they are busy out and about on the road, from job to job. So we're doing all we can to help them buy the tools and accessories they need as quickly and easily as possible. As we open the doors to more and more stores across the country, we become even more convenient for our customers. This, topped with our Click & Collect technology, mobile website and smartphone apps means that customers can shop when they want and how they want.

"Tradesmen rely on us for the ease and speed of online and over-the-phone ordering, but they also enjoy the store experience thanks to regular – often daily - interaction with staff, many of whom have a background in the trade."

The 300th Screwfix store will open its doors in Birstall, West Yorkshire, joining 8 other stores across West Yorkshire. As the number of stores has grown, not only have such 'hotspots' developed, serving tradesmen operating across local patches, but expansion has also created employment opportunities – welcome news for local communities in every sense.

Screwfix stores are open 7 days a week from 7am. Branch locations can be downloaded for sat nav from Screwfix.com, which also lists local store opening hours. Combining trade prices and a massive range of leading brand name items, the unrivalled Screwfix catalogue offers over 14,000 products to tradesmen across the UK.

- ENDS -

Note to editors

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. 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.

About Kingfisher

- Screwfix is part of **Kingfisher plc**, Europe’s leading home improvement retail group and the third largest in the world, with 1,069 stores in nine countries in Europe and Asia. Its main retail brands are B&Q, Castorama, Brico Dépôt and Screwfix. Kingfisher also operates the Koçtaş brand, a 50% joint venture in Turkey with the Koç Group, and has a 21% interest in Hornbach, Germany’s leading large format DIY retailer.

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