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## **SCREWFIX SALES UP AS STORE NETWORK GROWS**

Leading multi-channel retailer Screwfix has reported sales growth of almost 18% over the last ten weeks and an uplift of nearly 7% based on like-for-like sales from this time last year\*.

The growth is partly due to Screwfix's rapid store extension programme as the retailer is on track to open 50 stores in 2013 in addition to the 60 launched last year.

By October 2013, Screwfix will have 300 stores to its name and more than 5,000 employees – 900 of which have joined in the last 12 months.

Andrew Livingston, chief executive of Screwfix, says: "Our unique retail model is driving continued success. While many retailers are moving their operations online, we are continuing to invest in our stores alongside our digital offering to ensure our customers can get the products they need, when they need them.

"We value our store presence just as highly as our website and mobile offering and it is this focus on both areas which is making us the supplier of choice for tradesmen and serious DIYers."

Screwfix's investment at store level is impressive both in its reach (91% of the population is within a 30 minutes drive of a Screwfix store) and the range of products stocked (more than 14,000).

Andrew Livingston comments: "From lighting and lawnmowers to power tools and paint, Screwfix stocks the every day products right up to cutting edge machinery, keeping customers of all levels and pursuits equipped for the job in hand. We are committed to continually investing in high quality products and supplying them at low trade prices."

Key to Screwfix's success and identity is its well-known catalogue. While still widely used in its printed form, Screwfix's range of products can also be viewed and purchased through the company's website and mobile site.

A particular highlight has been Screwfix's Click & Collect service which sees tradesmen select and purchase items online or on their mobile before picking them up from a store just five minutes later. By investing in this multi-channel approach Screwfix allows customers to shop in a way and at a time which best suits them – a particular bonus for tradesmen ordering items the night before or dropping in during the working day to pick up supplies.

Andrew Livingston adds: "Our customers are viewing and purchasing products on the move and so it's important we constantly evolve our services to reflect this. We also launched our European Shipping service this year which means international customers can also purchase from Screwfix and have their items delivered straight to their door.

"Increasing accessibility is the foundation of all we do and we look forward to another exciting and successful year ahead".

For more information on Screwfix, log on to [www.screwfix.com](http://www.screwfix.com), call 0500 414141 or visit your local store.

**- ENDS -**

\* Figures from the Screwfix Q2 pre-close update for the 10 weeks to 13 July 2013

### **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 of over 280 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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