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## **TRADESMEN CAN PUT THEIR BEST FOOT FORWARD WITH SITE FOOTWEAR**

A new premium safety trainer has been developed in conjunction with tradesmen and is set to revolutionise the market, offering top-end design and unbeatable durability.

Exclusive to Screwfix, the new *Site Flex* safety trainer allows tradesmen to combine style, comfort and strength, using innovative technology normally seen in sportswear, as well as providing design elements normally seen in high-end performance products.

The *Site Flex* safety trainer features seamless technology usually found in sports footwear, meaning tradesmen can enjoy the look and feel of a modern trainer while still benefiting from essential S1P safety features, including steel toe caps and midsoles.

Available in black and a black/yellow colourway, the trainer comes complete with an oil repellent and dual density shock absorbing sole. Its anti-slip properties provide added confidence when on site, while its wide fit and padded collar will keep feet comfortable throughout the day.

Commenting on the launch of the new *Site Flex* safety trainer, Mark Brooks, senior workwear buyer at Screwfix, said: "We know from our customers that having the right footwear is important for any job. Not only does it have to provide the vital safety features required for working on site, but it also has to ensure tradesmen remain comfortable during a working day. We also understand how trends are merging the worlds of workwear and streetwear, so many of our newer ranges sit as well on a high street as they do on site, and this new trainer is a prime example of this blending of two areas of fashion."

The *Site* range is available exclusively at Screwfix. For further information and to order online visit [www.screwfix.com](http://www.screwfix.com). Alternatively, call 0500 41 41 41 or pick up a copy of the new catalogue at a local Screwfix store.

## ENDS

### **Note to editors**

As a re-cap, the unique selling points are as per below:

- Top-end design incorporating high street fashion
- Unbeatable durability
- Seamless technology
- S1 safety features
- Steel toecaps and midsoles
- Oil repellent
- Shock-absorbing sole
- Anti-slip technology

To review or test any of the new *Site* range, please contact Rachel Tillman on 0121 713 3593 / [rachel.tillman@mccann.com](mailto:rachel.tillman@mccann.com)

### **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 395 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 1.9 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 24 hours per day, 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.
- Screwfix employs over 7,500 people has been awarded a Gallup Great Workplace Award for its outstanding workplace culture and staff engagement.

**PRESS** information:

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