



May 2015

Hinckley's first Screwfix store is declared a runaway success

Screwfix is celebrating with its milestone 400th store opening its doors on Apex Court, which officially opened on 14 May. The store had a successful launch weekend with hundreds of customers eager to get their hands on a bargain.

The Hinckley Screwfix store is part of the company's nationwide store expansion plan, which saw the retailer open 60 new UK stores in 2014 with a further 50 to be added in 2015. The company uses its own innovative retail model, which aims to provide its customers with outstanding service, together with value and convenience. Already 91% of the UK population is within a 30 minute drive of a Screwfix store.

Screwfix's Hinckley Store Manager Lee Cook said: "We chose to open a new store in Hinckley because it's a growing town with a great trade presence. Many of our customers already shopped with us at our Nuneaton and Coventry stores and are delighted to see us here, as they no longer have to travel so far."

"Our celebration period, which ran from Thursday 14th May and throughout the weekend until Sunday 17th May, attracted hundreds of customers and we are looking forward to welcoming many more local people over the coming months. We have received fantastic support from the local community, who have all shown a keen interest in the store. It has been extremely exciting that we have already attracted repeat business and we are all enjoying getting to know new customers."

Another aspect of Screwfix's nationwide stores initiative is that the company is looking to become actively involved with local charities through its own registered charity arm The Screwfix Foundation, which supports local charities and community projects with donations for projects involving fixing, repairing or maintaining buildings.

Screwfix staff are directly involved in helping community projects and host charity fundraising events within the stores. In celebration of the 400th store opening, 800 Screwfix staff are taking part in 'Tour de Screwfix', a 5,500 mile cycle relay across all 400 stores throughout the UK with a target to raise £100,000 for The Screwfix Foundation.

The Hinckley leg of the tour took place on Monday 11th May where Chris Roberts and James Fogarty rode 14.7 miles to the Leicester store. Chris comments: "I really enjoyed taking part in 'Tour de Screwfix', it was a tough ride but for a fantastic cause. It's great that so many Screwfix employees are taking part, hopefully together we can raise a lot of money, I can't wait to see the total."

Local registered charities are welcome to apply for funding from The Screwfix Foundation and can visit the Hinckley Screwfix branch to pick up a Screwfix Foundation Leaflet for more information. Alternatively they can download an application form from www.screwfixfoundation.com

Visit Screwfix's Hinckley store at: Apex Court, Maple Drive, Hinckley, LE10 3BE; Monday to Friday 7am-8pm, Saturday 8am-6pm and Sunday 10am-4pm.

The brand's huge range of products and exceptional deals are also available online at www.screwfix.com, on Screwfix's mobile site or over the phone on 0500 414141.

ENDS

Note to editors

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 400 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](https://www.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.

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