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SCREWFIX BACKS BRITISH INNOVATION

Leading multi-channel trade supplier, Screwfix, is celebrating the success of its recent Innovation Day which saw 84 new and existing suppliers present their latest products to Screwfix buyers. Held at the Innovation Centre in Yeovil, Screwfix partnered with the British Home Enhancement Trade Association (BHETA) to coordinate the day with more than 150, 20 minute appointments completed between suppliers and the Screwfix buyers.

For many companies attending the event, this was a key opportunity to present new and innovative products to buyers from a national company. More than 400 products were presented across a wide range of categories. Screwfix has a nationwide network of more than 250 stores and a website attracting 1 million unique visitors a week, so becoming a supplier could have a significant impact on both sales and profile.

Screwfix Commercial & Ecommerce Director, Andrew Livingston, commented: "The Screwfix Suppliers Innovation day exceeded all of our expectations - British Innovation is alive and thriving. We were presented with an astonishing amount of creative and innovative solutions; including products which will help our trade customers do their jobs even more efficiently and effectively.

"I'm excited about fast tracking many of these products into our Screwfix ranges. We will be actively working in partnership with many of these suppliers to continually bring new innovations rapidly to the UK trade market.

The products selected on the day will participate in a four month online trial on the Screwfix website from January 2013. Those products which prove successful during this trial will then have the chance of a full listing in the Screwfix catalogue.

Ian Cheshire, group chief executive of Kingfisher, added: “The private sector can play an important role in helping to kick-start economic growth, so I’m delighted that Screwfix has got involved with this ‘meet the buyers’ innovation day.

“By cutting some of the red tape involved in getting a product listed with a major buyer, Screwfix is backing British innovation and helping to support SMEs, which are vital to the UK economy.”

After the success of the meet the buyer event, which was the biggest BHETA has ever worked on, Screwfix is looking at the potential to hold another in the future.

-ENDS-

Note to editors

About Screwfix:

Recognised as being “where the trade buys” and promising a fast, reliable service, Screwfix is the UK’s leading multi-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, Screwfix offers over 18,000* products and is fully committed to customer care and support.

Screwfix is part of Kingfisher plc, Europe’s leading home improvement retail group and the third largest in the world. For more information about Kingfisher visit

www.kingfisher.com

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