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## **SCREWFIX LAUNCH GIVES CUSTOMERS A HAND**

Screwfix is now offering its customers access to an even greater range of top tools thanks to the launch of its new Hand Tool publication, and to celebrate the leading multi-channel supplier will be showcasing the very best tools of the trade at its top ten performing branches.

Screwfix's Hand Tool publication has been unveiled alongside its most recent 'tradesman's bible', Catalogue 103. Giving customers industry-leading access to an extensive portfolio of quality hand tools, Screwfix is ensuring its customers are kitted out with ultimate toolbox essentials that display a range of innovative features.

The Hand Tool Event will run for two weeks from Monday 27<sup>th</sup> September and visitors to selected Screwfix stores will witness expert demonstrations and product give aways from top suppliers, including Wera, Irwin, Rubi, Hilka, Leica and Tools of the Trade. Whatever their trade there will be a demonstration to suit every Screwfix customer, from learning the best way to lay bricks with Tools of the Trade, to witnessing some impressive car-lifting during Hilka's jacks and lifting equipment presentation, or picking up top tips from Irwin's "Ultimate Tradesman Challenge".

The product demonstrations will take place at trade counters in Park Royal, Croydon, Staples Corner, Gloucester, Luton, Enfield, Harlow, Aintree, Stockport and Swindon.

Screwfix's wide range of quality hand tools includes the launch of Stanley FatMax Extreme hand tools. To mark the occasion, visitors to the Hand Tool Event will also be in with a chance of winning a luxury holiday to Florida, where they will visit Disney World and accompany the Stanley team to the Daytona Beach races.

John Mewett, Marketing Director at Screwfix, comments: "The launch of the Screwfix Hand Tool publication and event demonstrates our commitment to meeting the needs of our customers. Good quality hand tools are everyday toolbox essentials and in the new publication there is a fantastic selection to choose from."

"We hope our customers can make the most of the unique opportunity to visit their local trade counter and view professional demonstrations on some of our very best tools, benefit from our exclusive launch offers and maybe even win the holiday of a lifetime."

For more information visit [www.screwfix.com](http://www.screwfix.com), call 0500 41 41 41 or pick up a copy of the Hand Tool catalogue at your local Screwfix trade counter.

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**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.

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