



PR Ref: SF065  
APRIL 2012

## **TRADESMEN STAY SUPER SECURE**

Recent research by leading UK trade supplier, Screwfix, has revealed that tradesmen are becoming increasingly savvy when it comes to securing their essential tools and equipment.

The research highlighted that nearly half of tradesmen are more security-conscious than they were 12 months ago, with 38 per cent stating that they are now 'very concerned' about the safety of work-related items, whether it be their van, their power tools or everyday building materials.

'More reported thefts'; 'increases in local crime' and 'personal experience' were all quoted by tradesmen as reasons why being security-conscious is now central to the running of their business.

John Mewett, marketing director at Screwfix, explains: "We know from our customers that in today's economic climate it's more important than ever that they can keep their tools and equipment secure. Not only are they worried about increases in theft as a result of economic conditions, but they are also more aware that they cannot afford to waste either money or valuable business time replacing stolen equipment.

"Furthermore, as technology continues to play an increasingly important role in tradesmen's businesses, with smart-phones, laptops and the like, a common feature in their 'tool kit', many of our customers are recognising the added value their equipment holds.

"The growth of the internet also means that tips for lock breaking and other thefts are more readily available, which is why at Screwfix we offer trusted brands, such as Yale, Response, Sterling and ERA that ensure our customers have confidence that the product they have purchased will keep their equipment, home or business secure.

“Our customers have also told us that they ensure that their business is kept safe by following a few simple rules. For example, when purchasing security products, they always look for quality, well-known brands which are respected within the industry, and always make sure that the right lock is used for each relevant exterior entrance including doors and windows.”

In fact, Screwfix has been experiencing an increased demand for security products at its branches across the county, with sales of security items up by 17 per cent year-on-year. Locks have been proving particularly popular, with British Standard Approved Euro Cylinder Locks up by 357 per cent, thanks to the higher level of protection that they offer against cylinder snapping and lock bumping, whilst sales of high security padlocks have also increased by 28 per cent. Furthermore, demand for alarms has been growing, with sales up by 39 per cent, thanks to the introduction of new leading brands to the Screwfix range, such as Tate and the continued success of Yale and Response.

For more information on Screwfix's range of security products, log on to [www.screwfix.com](http://www.screwfix.com), or call 0500 414141.

**- 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’s new reserve and collect service will launch on mobile in January 2012, and will enable busy tradesmen on the move to get their trade essentials quickly and conveniently.

#### **PRESS information:**

For more information, please contact:

Manisha Jani, McCann Public Relations, Tel: 0121 713 3868, Fax: 0121 713 3799.

[Manisha.jani@mccann.com](mailto:Manisha.jani@mccann.com)