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SCREWFIX SHOWS OFF IN STOKE
- new bathroom showroom concept launched

Screwfix has opened the doors of a new bathroom showroom concept designed to simultaneously engage with tradesmen and consumers.

The innovative new store opened at Screwfix in Stoke on Trent, one of the multi-channel retailer's 161 nationwide branches in the shape of a 3,000 sq ft stand alone showroom adjacent to the main trade counter. It cleverly blends the needs of the inspiration-seeking consumer shopper with the component-led, catalogue layout demanded by the trade purchaser as Screwfix commercial director, Andrew Livingston explains:

"Our new showroom has been designed in response to specific customer needs and feedback: our trade customers told us how important it is for them to be able to browse by brand, price or technical criteria; whilst our consumer buyers said they enjoyed being able to familiarise themselves with the latest bathroom trends."

"Whether installing a family suite, space-saving cloakroom or contemporary wet room, we know that it is a highly researched and emotive purchase which customers want to be sure satisfies the wallet and the heart. This is why we have created a unique bathroom showroom environment that brings tradesmen and customer together so they can jointly browse and specify."

Every item from the Screwfix bathroom range, from heated towel rails and halogen spotlights, to freestanding baths and double shower cubicles is displayed either on the huge walls of the showroom or within displays or room sets. These colour-coded, catalogue-coordinated wall-mounted displays provide an easy to navigate shopping journey whilst also boasting interactive features such as removable taps so that purchasers can mix and match against baths or basins. RRP's and technical details are also clearly shown together with separate price lists for installers.

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With prices starting from £300 for a full bathroom suite, Screwfix brings premium quality bathrooms without the premium price - great news for the bathroom fitters' balance sheet and the consumer's bank balance alike!

As existing Screwfix customers are already enjoying, Screwfix provides a fast and reliable delivery service. Products from leading bathroom brands such as Ideal Standard and Mira are featured in the collection and can be purchased to take away or on a 24-hour delivery.

In addition to bathroom lighting and heating, customers can also shop for bathroom furniture and other accessories to fully coordinate and complete their bathroom, whilst other building supplies and equipment such as tools, sealants and flooring can be purchased from the range of over 18,000 products available in the adjacent Screwfix trade counter.

See this inspirational new showroom for yourself by popping down to the Screwfix trade counter on Leek Road in Stoke-on-Trent. For more information on Screwfix, visit www.screwfix.com or call 0500 41 41 41.

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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.

About Watersmith:

Watersmith is a range of bathroom sanitaryware, furniture and accessories from Screwfix, blending traditional and contemporary designs to excite and inspire consumers of all budgets and tastes, as well as a premium service guarantee.

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