



PR Ref: SF086
July 2012

SCREWFIX SHEDS LIGHT ON A NATIONAL OBSESSION

With research highlighting that 1 in 5 DIYers and tradesmen spend at least three hours of their lives in sheds each week, Screwfix is reporting a rise in shed shopping, especially larger Garden Store and Workshop styles further evidencing that the nation is 'super-sizing' its shed habit.

The trade supplier has launched a dedicated 'Shed Shop' on its website to cater for the growing number of shed shoppers - targeting DIYers looking for a space to work on DIY projects, store tools and hobby items, as well as tradesmen needing a secure storeroom for equipment and spares, that also doubles up as a haven to retreat to.

Clare Sandford, Screwfix's senior buyer for seasonal products comments:

"It's all about size and strength for our customers, with our latest insight showing a demand for greater square footage and increased durability, as sheds provide extra space for work and domestic needs. Around a third of our shed shoppers pay close attention to the robustness of the construction materials and treatment processes used to ensure long-life and water tightness.

"Our online shed shop offers a new way to purchase sheds online, enabling customers to browse by size, price, roof style, cladding and treatment and then quickly and conveniently order online – at home, work or on the go through our mobile site. In fact, a customer has recently purchased a 31,800 Log Cabin, via the Screwfix mobile site."

The Screwfix Shed Shop boasts an extensive range of garden buildings, including wooden, metal and plastic sheds, log cabins, summerhouses and workshops, plus a host of care, security and storage accessories.

-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.

PRESS information:

For more information, please contact:

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

Manisha.jani@mccann.com