



July 2014

Lisburn's first Screwfix store is declared a runaway success

Multi-channel trade retailer Screwfix continues to expand its stores across Northern Ireland with its new branch in Lisburn, which officially opened on Thursday 24th July. The store has already been declared a success with hundreds of customers from the local and surrounding areas visiting to pick up a bargain.

The Lisburn store, Screwfix's 347th and Northern Ireland's 7th, is part of Screwfix's nationwide store expansion plan, which saw 60 new stores open across the UK in 2013 with a further 60 planned for 2014. Screwfix uses its own innovative retail model, which aims to provide its customers with outstanding service, together with value and convenience. Already 91% of the UK population is within a 30 minute drive of a Screwfix store.

Eddie Mcgookin, Lisburn Store Manager, comments: "Lisburn is a thriving town with an expanding trade presence and by opening a new Screwfix store we are providing more opportunities for our local tradesmen to pick up supplies on their way from one job to another."

"Our celebration period, which ran from Thursday 24th, until Sunday 27th July attracted hundreds of customers; both trade and DIY enthusiasts. We are looking forward to welcoming many more local people as our presence grows. A number of staff have been out and about getting to know local businesses and in return there has been a keen interest in the store. It is extremely exciting that we have already attracted repeat business and we are all enjoying building new relationships with our customers."

Many of the Screwfix staff take part in fundraising events for The Screwfix Foundation, a charity which supports local community projects in the UK, involving fixing, repairing or maintaining buildings for those in need. The continual expansion of stores will create further fundraising opportunities and with extra funds will be able to help with more charity and

community projects. Local registered charities are welcome to apply for funding from The Screwfix Foundation or can visit the Lisburn Screwfix branch to pick up a Screwfix Foundation Leaflet. Alternatively they can download an application form from www.screwfixfoundation.com

Visit Screwfix's Lisburn store at: The Riverside Centre, Young Street, BT27 5EA Monday to Friday 7am-8pm, Saturday 8am-6pm and Sunday 1pm-6pm.

The brand's huge range of products and exceptional deals are also available online at www.screwfix.com, on Screwfix's mobile site or over the phone on 0500 414141.

ENDS

Photocaptions:

Note to editors

About Screwfix:

Screwfix is recognised as being "where the trade buys" offering a straightforward and transparently-priced retail experience that enables busy tradesmen to shop 23,000 products over the phone, online, via their mobile or from their local store.

- From power tools and work wear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of over 340 stores. An extra range of over 3,000 products can be ordered over the phone, online or from a local store for next day delivery.
- screwfix.com attracts 1.5 million visitors per week and the Screwfix *Click & Collect* service means customers can conveniently purchase supplies online and then collect from store just five minutes later.
- Customers can contact the UK-based Screwfix call centre free 7 days a week (plus bank holidays) on 0500 41 41 41, or on the mobile-friendly 01935 414141.
- Screwfix stores are open 7 days a week – see screwfix.com for local opening hours
- 94 per cent of customers would recommend a friend to Screwfix.

PRESS information:

For more information, please contact:
Screwfix Press Office, Tel: 01935 441796
E: jenny.harrison@screwfix.com