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## **STORE AND DIGITAL GROWTH DRIVES SCREWFIX SUCCESS**

Leading multi-channel retailer Screwfix has reported sales growth of 21% over the last 13 weeks and an uplift of 11% based on like-for-like sales from this time last year\*.

The growth is partly due to Screwfix's rapid store extension programme as the retailer is on track to open 60 new stores in addition to the existing 303 stores already open in the UK.

What's more, Screwfix is also set to open four stores in Germany next year following the success of its European Shipping service which was launched earlier this year.

Andrew Livingston, chief executive of Screwfix, says: "Our unique retail model is driving continued success. While many retailers are moving their operations online, we are continuing to invest in our stores alongside our digital offering to ensure our customers can get the products they need, when they need them. We are also planning to expand our network of stores further to over 400, so tradesmen will never be too far from a Screwfix store whether working on site, or travelling between jobs.

"We value our store presence just as highly as our website and mobile offering and it is this focus on both areas which is making us the supplier of choice for tradesmen and serious DIYers both at home and internationally."

Screwfix's investment at store level is impressive both in its reach (91% of the population is within a 30 minutes drive from a Screwfix store) and the range of products stocked (11,000 in each store).

Andrew Livingston comments: "From screws and nails to power tools and paint, Screwfix stocks the everyday products right up to cutting edge machinery, keeping customers of all

trades, levels and pursuits equipped for the job in hand. We are committed to continually investing in high quality products and supplying them at low trade prices.”

A particular highlight has been Screwfix’s *Click & Collect* service which allows tradesmen to select and purchase items online or through the mobile website before picking them up from a store just five minutes later. In fact, 70 per cent of orders made on the mobile site are via *Click & Collect*, and this service accounts for just over half of the orders placed on Screwfix.com. The mobile site itself receives around 200,000 unique visitors each week, and this number has increased by 78 per cent year-on-year.

By investing in this multi-channel approach Screwfix allows customers to shop in a way and at a time which best suits them – a particular bonus for tradesmen ordering items the night before or dropping in during the working day to pick up supplies.

Another key to Screwfix’s success and identity is its well-known catalogue. While still widely used in its printed form, Screwfix’s range of products can also be viewed and purchased through the company’s website and mobile site.

Andrew Livingston adds: “Our customers are viewing and purchasing products on the move, so it’s important we constantly evolve our services to reflect this. Increasing accessibility is the foundation of all we do and we look forward to another exciting and successful year ahead”.

For more information on Screwfix, log on to [www.screwfix.com](http://www.screwfix.com), call 0500 414141 or visit your local store.

**- ENDS -**

\* Figures from the Screwfix Q3 pre-close update for the last 13 weeks to 2 November 2013

### **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 14,000 products over the phone, online, via their mobile or from their local store.

- From power tools and workwear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of over 300 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, with orders taken up until 7pm to home or site.
- screwfix.com attracts 1 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.

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