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## **SUPPLIERS INVITED TO RECEIVE THE SCREWFIX SEAL OF APPROVAL**

National retailer Screwfix is continuing to back British innovation by inviting new and existing suppliers to showcase their latest products, with those who impress Screwfix on the day going on to supply the retailer.

Taking place on Tuesday 8 October at the Innovation Centre in Yeovil, Screwfix has partnered with the British Home Enhancement Trade Association (BHETA) to host and coordinate the second of its 'Innovation Day' events.

The event is a key opportunity for potential suppliers to present new and innovative products to the Screwfix buyers during a 20 minute interview, alongside a product demonstration. Earlier this year, 170 new products were listed on [www.screwfix.com](http://www.screwfix.com) following the last Innovation Day, with the majority of these products coming from new suppliers.

Successful products included a eliminator system filter from Salamander Engineering Ltd, an interlocking comfort foam mat from Philex Distribution and an epoxy stock from Brian Hyde Ltd, to name but a few. With Screwfix's 300 store network, and a website attracting 1.2 million unique visitors a week, becoming a supplier could have a significant impact on the sales and profile of any company.

Andrew Livingston, CEO at Screwfix, comments: "The last Innovation Day exceeded all our expectations and proved that British innovation is alive and thriving. We were presented with an astonishing amount of creative solutions, including products which helped our trade customers do their jobs even more efficiently and effectively.

"We are looking forward to hosting the next Innovation Day in October as setting up new relationships with suppliers is key to the on-going development of our brand offering, as we look for new ways to offer our customers the best possible choice. We're committed to backing British companies and innovation so I'd urge anyone who's interested in presenting their ideas and products, to come along."

The products selected on the day will participate in a six month online trial on the Screwfix website from January 2014. Those products which prove successful during this trial will then have the chance of a full listing in the Screwfix catalogue.

To register your interest to attend the Screwfix Innovation Day on Tuesday 8 October, visit [www.screwfix.com](http://www.screwfix.com) or [www.bheta.co.uk](http://www.bheta.co.uk).

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### **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.

#### **PRESS information:**

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