



PR Ref: SF081
June 2013

Screwfix catalogue goes from strength-to-strength

Screwfix has just launched its Summer catalogue – the latest edition of the ultimate trade tool and absolute essential in every tradesman’s toolbox and van dashboard.

The leading supplier to the trade started life as a mail order business just over 20 years ago, but is finding that this catalogue retailing heritage is just as relevant today as customers rely on the catalogue to browse their trade essentials before shopping online or from their nearest store.

Chief Executive Andrew Livingston explains:

“Our catalogue is a powerful sales tool and whilst the look and feel has evolved over the years, it retains a simple and straightforward formula which our customers are familiar and comfortable with. Retailing is evolving into an increasingly multi-channel experience – but whilst more and more consumers are enjoying the convenience of digital shopping, the ‘traditional’ store and catalogue channels are as important as ever.”

The 114th edition of the iconic Screwfix catalogue has just been launched – packed with over 14,000 products across 958 pages. The catalogue looks substantially different from its earliest incarnation, which featured just over 1,000 products across a mere 32 pages, but is designed with the same goal in mind – provide a clear reference point that makes it quick and easy for customers to get their hands on everything they need between, and on, jobs.

And today, with a national network of 280 Screwfix stores and a highly intuitive website and mobile website, the catalogue plays a pivotal role in helping customers take full advantage of all that multi-channel ordering has to offer. The catalogue’s design makes it even clearer which of Screwfix’s best-selling products can be found in stock in every store, and which of those that tradesmen can get their hands on via next day delivery service.

Today, the catalogue is also available in a cutting-edge app format that sits comfortably alongside the printed format, and a natural step given how devotedly customers use it as a reference point between, and on, jobs. After downloading, available catalogue editions can be conveniently viewed on a smartphone or tablet device, giving access to all the latest

products. Users will also be automatically notified when a new catalogue is available, and once the catalogue is downloaded, it can be browsed with no internet connection, ensuring that customers have access to the digital catalogue at all times. Customers can also email details of products to themselves or colleagues as well as readily purchase via the app by taking advantage of the direct links to Screwfix.com.

So welcome news for busy trade and DIY customers - whether they pick up or download the latest edition of the Screwfix catalogue - at a time when they are looking for quicker, easier and smarter ways of getting the products they need, when they need them.

- ENDS -

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 280 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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