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TRADE SHOPPING ON THE GO IS ON THE UP

Following its recent launch, Screwfix's *Click & Collect* service has been going from strength-to-strength, with over 17,000 orders weekly and tradesmen citing it as another great tool to add to their kit.

Click & Collect enables tradesmen to purchase Screwfix products online, and collect their goods in any one of over 220 trade counters nationwide, just 5 minutes later.

John Mewett, marketing director at Screwfix, explains: "We know from our customers that technology is fast becoming one of their most valuable business tools, as it means they can get hold of what they need, when they need it, and consequently spend more time out working and quoting.

"Recent research conducted amongst our customers, has revealed that nine out of 10 UK tradesmen have already purchased trade goods online, and it seems many are taking full advantage of all that multi-channel has to offer.

"In fact, Screwfix.com now attracts just under 1m unique visitors per week. Our online stock check is used over 250,000 times per week and our mobile site receives 100,000 unique visitors per week, which illustrates this change in purchasing behaviour.

"With mobile technology, tablets and Wi-Fi access, all becoming increasingly available to tradesmen on the move, more and more are researching products and shopping across a combination of channels, whether it be online, in branch or over the phone. The success of *Click & Collect* is testament to this, with 65% of orders placed on our mobile site now utilising the service. And customers are using our convenient multi-channel services to order products across the entire spectrum of our range from quick buys to more considered purchases – in fact a customer purchased a log cabin, via the Screwfix mobile site last month – proving that you can buy anything over an easy, quick and convenient channel."

Recognised as being "where the trade buys" and promising a fast, reliable service to busy trade professionals across the UK, Screwfix is a multi-channel retailer with a product range

that spans over 18,000 trade essentials and a nationwide network of over 220 trade counters.

Ends

Notes 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:

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