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## **TRADESMEN KEEP WARM AND CARRY ON**

With 2011 bringing some of the coldest snaps on record, and predications indicating another bitter spell around the corner, Screwfix is reporting a rise in demand across its range of brand-leading workwear as tradesmen stock up to ensure they can 'keep warm and carry on' when the mercury drops, avoiding any business cold fronts.

Professionals of all trades rely on Screwfix's extensive range of workwear and personal protective equipment to provide a professional appearance and a safe working environment, but are now increasingly turning to the trade supplier's collections of trousers, fleeces, jackets, gloves and footwear to protect themselves from the Great British winter weather.

The UK climate continues to be as volatile as ever, but this unpredictability is not leaving tradesmen out in the cold – with Screwfix's 'Click, Collect & Go' service, they can check online or on their mobile that the clothing item they require is in stock, and then collect just 15 minutes later from their local branch ensuring they stay warm, safe and keep working through any last-minute temperature plunges. Convenience is key and has been witnessed by the Screwfix branch teams, with customers buying warm jackets and new boots and then walking out of a branch and on to site wearing their new purchases.

Screwfix has over 1300 dedicated clothing products from renowned brands including DeWalt, Dickies, CAT, Snickers, Scruffs and Helly Hansen boasting tough designs and extreme materials that wouldn't look out of place in a specialist sports or ski shop, bringing performance benefits that make the clothing work as hard as Screwfix customers do.

Screwfix workwear buyer Susan Spence comments:

"It is vitally important for our customers to stay one step ahead in the current climate, which is why everything we do is designed with convenience in mind, helping them make the most of every minute of their working day. Witnessing such a pick-up in our winter workwear products highlights just how tradesmen are trying to keep ahead of the weather game, come rain, sleet or shine."

**-ENDS-**

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**Notes to editors:**

**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, the unrivalled Screwfix catalogue offers over 18,000 products available for next day delivery or same day collection at over 200 Trade Counters nationwide. Order over the phone, online or via mobile app before 6pm for next day delivery or collect within 15 mins at any trade counter.

Screwfix offers an extensive selection of workwear and personal protective equipment that is dedicated to working as hard as its customers do. With products from big name brands including DeWalt, Dickies, Snickers, Helly Hansen, CAT and Scruffs, the collection is committed to providing customers with a professional and comfortable fit that offers protection whatever the task.

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