

PRESS RELEASE FOR ISSUE TO:	Trade press
FEATURE/RELEASE SUMMARY:	'Geared Up' catalogue launch
WITH/WITHOUT PHOTOGRAPH:	With – image of catalogue and products
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TRADESMEN GET 'GEARED UP' WITH NEW CATALOGUE LAUNCH

Tradesmen depend on their workwear and personal protective equipment for a professional appearance, a safe working environment and protection from the Great British weather, so the launch of the new 'Geared Up' catalogue is welcome news, offering industry-leading access to an extensive range of big name brands at affordable prices.

With 132 pages packed full of over 1300 products, the new 'Geared Up' catalogue is dedicated to workwear and PPE that works as hard as its customers do. It boasts key ranges of trousers, fleeces, jackets, high-visibility products, footwear and safety gear, from renowned brands including CAT, Snickers, Scruffs, DeWalt and Helly Hansen. The catalogue essentially has everything the tradesman needs to look professional, feel comfortable and stay protected all year round.

Work-wardrobe essentials that no professional tradesman or serious DIY-er should be without include stylish Snickers trousers with multiple pockets, reinforced knees and Twisted Leg™ design for ultimate durability, practicality and working comfort. Water resistant Helly Hansen Barcelona jackets, with articulated sleeves for improved movement, and lightweight DeWalt Apprentice safety boots, available in sizes 3 through to 12, are also available from the new and improved catalogue.

With competitive pricing, great offers and a handy sizing guide, getting 'Geared Up' has

never been easier, and when it comes to getting your hands on this gear the trade can count on equally great service. Free next day delivery is available on orders over £50 through www.gearedup.com or over the phone, and the range can also be purchased directly from Screwfix branches around the country.

Being able to pick up the latest PPE in local branches ensures that stock is available on the same day, and in the unlikely event that the selected line is unavailable, Screwfix will aim to deliver the products within 24 hours.

Andrew Livingston, Commercial Director for Geared Up, comments, “We understand how important good quality workwear and protective clothing is to our customers on site and at home. We wanted to go that extra mile to offer a comprehensive range of workwear at exclusive prices, and ‘Geared Up’ has a fantastic selection of products, brands and sizes to choose from.”

To find out more about the ‘Geared Up’ range visit your local Screwfix branch to pick up a catalogue, visit www.gearedup.com or call 0845 600 5560 for more information.

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Notes to editors

About Geared Up:

Geared Up 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 Snickers, Helly Hansen, CAT, DeWalt and Scruffs, Geared Up is committed to providing its customers with a professional and comfortable fit that offers protection whatever the task. The competitively priced range is available online at www.gearedup.com, via the phone on 0845 600 5560 and in over 150 Screwfix branches nationwide.

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