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WORKWEAR SALES SOAR AS TRADESMEN DRESS TO IMPRESS

Sales of workwear from leading trade supplier Screwfix have rocketed throughout the winter. The company has seen a massive increase year on year in the company's workwear range as tradesmen ensure they keep a professional image during the extreme weather conditions.

What's more, recent research by Screwfix revealed that maintaining a professional image is important to 87% of tradesmen, and in a tough economic climate, it is now vital that tradesmen dress to impress to ensure business growth and consequently secure a sound reputation for their businesses no matter what the weather brings.

Interestingly, one in four tradesmen have become more conscious of their professional image than they were 12 months ago, with over 60% citing the current economic climate as the main catalyst driving them to use their image as a tool for generating maximum stand out from the competition.

John Mewett, marketing director at Screwfix, explains: "We know from our customers that in today's economic climate, it is harder than ever to maintain good business, so it is important that tradesmen stand out from the crowd whenever they can. Projecting a professional image is just one of the ways in which they can do this, and when coupled with offering a quality service, gives them the edge over their competitors.

"We also know that striking a balance between value for money and quality is the central consideration for our customers when purchasing workwear, which is why we stock *Site*, a new collection of workwear exclusive to Screwfix. Built for work, the *Site* range offers quality, affordable clothing and footwear that has been designed with optimum comfort, protection and durability in mind."

Key features in the workwear range include draw string pulls inside pockets, so that they don't get stuck in machinery, rain and wind protection on zips, and an integrated kick heel which enables the user to easily remove the boot without difficulty."

Site is now available to purchase by visiting one of Screwfix's 280 stores nationwide, online at www.screwfix.com or by calling 0500 414141. And with Screwfix's Click & Collect service, tradesmen can also purchase online, and collect their products in any one of 250 stores just 5 minutes later, meaning they won't be left under-dressed whatever the next project calls for.

-ENDS-

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 260 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:

For more information and images please contact:

Katie Allsopp, McCann Public Relations, Tel: 0121 713 3769

Katie.allsopp@mccann.com

Manisha Jani, McCann Public Relations, Tel: 0121 713 3868

manisha.jani@mccann.com