



December 2014

A blog by Arran Leighton, National Electricfix Manager at leading trade supplier,
[Electricfix](#)

2014: The Year of Innovation

For many professional electricians 2014 has been a bumper year. *Trade Pulse**, a monthly index produced by Screwfix, has shown that business is booming for UK tradesmen, a sentiment which was also echoed by the finalists of Britain's Top Tradesman. The UK-wide competition is run by Screwfix every year to recognise and reward tradesmen who go above and beyond the call of duty.

Not only was the positivity surrounding the buoyancy of our industry felt across the regional heats of the competition, it was also echoed by this year's two highly commended national finalists - both qualified electricians - a fantastic example for the electrical trade. In fact, since the competition their diaries have got even busier and if this was not reason enough to enter the competition next year, the 'Top Tradesman' gets a brand new Toyota van.

So, what has a busy 2014 seen and what is expected in 2015?

2014 has certainly seen the introduction of a number of new technologically advanced products, many of which have been added to the Electricfix range allowing us to help qualified electricians meet the changing needs of their customers.

Sockets with integrated USB ports, LED lighting and twist-on connectors have all proven immensely popular and we're looking to continue to work with a range of leading brands to develop and expand the range we offer even further in 2015.

These new products have been designed in response to the growth in technology use amongst consumers whether via smartphone, tablet, e-reader or digital camera, and present a unique opportunity for qualified electricians to grow their businesses.

For example, as most homeowners now own numerous electrical items that use a USB port or a USB plug adaptor, sockets with integrated USB charging ports have been introduced to meet the ever-changing needs of the customer. We know from our Electricfix customers that homeowners are increasingly asking for these products, and anticipate they will soon become a popular alternative to standard sockets, featuring frequently in the recommendations of qualified electricians.

LED lamps have also been hugely popular in 2014, with year-on-year sales experiencing a significant uplift. We believe one of the key reasons for this is that qualified electricians and electrical contractors are adopting the role of the 'educator' and helping to raise awareness among consumers on the energy-saving benefits LED offers. We anticipate that this product category will continue to expand during 2015 and are looking to enhance the options available in this range next year, to ensure professionals have access to all of the products they require.

We expect that 2015 will also see a growth in the twist-on connector market, already widely popular in North America. Today's twist-on connectors offer a modern cable connection solution, providing numerous time and cost saving benefits for professional electricians. When we know so many qualified electricians are busier than ever, products such as twist-on connectors which offer a quality, safe finish, very efficiently, are an ideal solution.

As confidence amongst the trade continues to grow and electricians become busier than ever, it's important that we work together as an industry to build on this success in 2015 and offer the end consumer a professional and efficient service. At Electricfix, we will be working to support our customers in this approach by giving them the products they need, when they need them, whether that's via our nationwide network of stores or our popular website, www.electricfix.com.

For more information on Electricfix's range of products, visit www.electricfix.com call 0808 172 7000 or mobile-friendly on 03330 112 333, pick up a copy of the catalogue at a local Electricfix store or order it online.

** Trade Pulse is a monthly survey of 500 UK tradesmen conducted by Screwfix.*

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SUMMARY FOR INCLUSION IN PRINT VERSION OF ELECTRICAL TIMES MAGAZINE

2014: The Year of Innovation

In the latest blog from leading trade supplier, Electricfix, Arran Leighton, National Electricfix Manager, reflects on the year gone by and how innovative technologies have proven hugely popular.

From sockets with integrated USB ports to LED lighting and twist-on connectors, innovation has been driven by trends among homeowners, a drive for energy savings and a need for high quality but speedier installations. Arran discusses how these product ranges have aided qualified electricians not only in meeting the needs of homeowners, but also ensuring they can provide an efficient service at a time when diaries are bulging.

Looking ahead with optimism from the trade, 2015 will see continued enhancements to these product ranges and the expansion of Electricfix's store network. Arran explains that these actions are designed to offer even greater options to qualified electricians looking to get hold of the goods they need as quickly as possible and get back to the job at hand, to help them build on 2014's success.

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Note to editors

Electricfix is a supplier dedicated to electrical contractors. The business has developed pioneering partnerships with SELECT, NICEIC, ECA and ESC to support the industry and promote safety in electrical installation. It uses the market leading business infrastructure available to Screwfix to ensure customers get the very best products at low fixed prices and fast, reliable service including:

- A network of trade only counters throughout the UK
- An award winning call centre with a dedicated Electricfix Team
- Industry-leading next day delivery to UK addresses
- Easy same day collection through the trade only counters
- Leading brands, including Crabtree, Wylex, MK, Legrand and Osram

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