



## SCREWFIX PEN MILL CELEBRATES ITS 10<sup>TH</sup> BIRTHDAY

The Screwfix store on Pen Mill trading estate celebrated its 10<sup>th</sup> birthday on Thursday, 20<sup>th</sup> March. To mark the occasion, the store held a raffle with 10 prizes up for grabs and 10% off everything in store.



The Screwfix store, a favourite amongst both trade and DIY customers, was the first to open. The store was launched in March 2004 on the Pen Mill trading estate offering a straightforward and transparently priced retail experience. Screwfix started off as a catalogue mail order company based in Yeovil in 1992. Today, the business has a growing store network of over 335 stores, a website, a mobile site, a contact centre and a unique proposition within the market making it a fully integrated multi-channel retailer.

John Savidge, the Yeovil Pen Mill store manager for Screwfix commented: "We're proud to have celebrated the stores 10<sup>th</sup> birthday. It's an honour to be part of the first Screwfix store to open now that we have over 335 stores across the UK. It was a great day on Thursday. I'd like to thank all of our customers who have supported us for the last ten years."

In addition to its growing store network, Screwfix has also successfully grown its online and mobile presence. Screwfix's website Screwfix.com, which receives over 1.3 million visitors per week, hosts thousands of products available to order and gives customers the ability to check stock at their local store. Using the Screwfix Click & Collect service, customers can conveniently purchase supplies online and then collect from store just five minutes later. What's more, for people on the move, Screwfix has developed fantastic mobile and tablet apps. These can be downloaded and are ideal for checking stock, making orders, browsing the Screwfix catalogue and helping to plan equipment needed for a job.

Screwfix continues to have an established reputation as the UK's largest direct and online supplier of trade tools, and is known as 'where the trade buys'. The store on Pen Mill Trading Estate brings the brand's expertise and functional product range to local tradesmen and DIY enthusiasts, stocking thousands of tools, accessories and hardware products under one roof.

**- ENDS -**

### **Note to editors**

#### **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 work wear to cables and pipe fittings, more than 11,000 products are available to collect from the national network of over 300 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 4pm to home or site.
- Screwfix.com attracts 1.3 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 03330 112 112.
- 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, please contact:

Kim McDonald – 01935 401601 – [kim.mcdonald@screwfix.com](mailto:kim.mcdonald@screwfix.com)