

November 2017

**Belfast’s third Screwfix store is declared a runaway success**

Screwfix is celebrating with its most recent store opening its doors on Duncrue Industrial Estate, which officially opened on Thursday 16th November. The store had a successful launch weekend with hundreds of customers eager to get their hands on a bargain.

The Belfast – Duncrue Road Screwfix store is part of the company’s nationwide store expansion plan, which saw the retailer open over 60 new UK stores in 2016. The company uses its own innovative retail model, which aims to provide its customers with outstanding service, together with value and convenience. Already 90% of the UK population is within a 20 minute drive of a Screwfix store.

Screwfix’s Belfast – Duncrue Road Store Manager Pamela Sharp said: “We chose to open a new store in Belfast because it’s a growing city with a great trade presence. Many of our customers already shopped with us at our Belfast – Ravenhill and Belfast – Boucher Road stores and are delighted to see us here, as they no longer have to travel so far.”

“Our celebration period, which ran from Thursday 16th November and throughout the weekend until Sunday 19th November attracted hundreds of customers and we are looking forward to welcoming many more local people over the coming months. We have received fantastic support from the local community, who have all shown a keen interest in the store. It has been extremely exciting that we have already attracted repeat business and we are all enjoying getting to know new customers.”

Visit Screwfix’s Belfast – Duncrue Road store at: Duncrue Industrial Estate, Duncrue Road (Off Dargan Road) Belfast, Northern Ireland, BT3 9BW. Monday to Friday 7am-8pm, Saturday 7am-6pm and Sunday 1pm-6pm.

The brand’s huge range of products and exceptional deals are also available online at [www.screwfix.com](http://www.screwfix.com), on Screwfix’s mobile site or over the phone on 03330 112 112.

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**Note to editors**

**About Screwfix:**

Screwfix is part of Kingfisher plc, the international home improvement company, with nearly 1,200 stores in 10 countries in Europe, Russia and Turkey. For further information go to [www.kingfisher.com](http://www.kingfisher.com).

Screwfix is convenient, straightforward and affordably-priced, helping its trade customers get the job done quickly, affordably and right first time. Tradespeople can shop 29,000 products over the phone, online, via their mobile or in-person from their local store.

* From power tools and work wear to cables and pipe fittings, Screwfix offers over 11,000 products available for pick up from over 530 stores nationwide. Our full range of over 29,000 products can be ordered over the phone, online or from a local store, with orders taken up until 8pm (weekdays) for next day delivery to home or site.
* Screwfix.com attracts 2.6 million unique visitors per week.
* The Screwfix Click & Collect service means customers can conveniently purchase supplies online or over the phone and then collect from the store in as little as one minute.
* Customers can call the UK-based Screwfix Contact Centre 24 hours a day, 7 days a week (including bank holidays) on 03330 112 112.
* UK stores are open 7 days a week, from 7am – 8pm Weekdays, 7am – 6pm Saturdays and 9am – 4pm Sundays. Excludes selected stores. See [www.screwfix.com/stores](http://www.screwfix.com/stores) for details.
* 9 out of 10 customers would recommend Screwfix to a friend.
* Screwfix was voted the 5th highest rated UK company for work-life balance by Glassdoor Employees' Choice Awards in 2016.
* Screwfix was awarded Glassdoor’s Best Places to Work in 2017.
* Screwfix was awarded Retail Week’s Multichannel Retailer of the Year in 2017.
* In 2016, Screwfix sales surpassed £1bn for the first time.
* Screwfix was awarded 2nd place in Retail Week’s Best Employer Rankings in 2017.
* Screwfix was awarded South West Contact Centre Forum’s Large Contact Centre of the Year Award in 2017.
* For more information about Screwfix please visit our media centre: [www.screwfixmedia.co.uk](http://www.screwfixmedia.co.uk)

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