



Embargoed Until 14th November 2019

Screwfix enlists Dedicated Customers for latest campaign

- **Screwfix customer are at the heart of the newest TV campaign**
 - **Stories to appear within Screwfix's sponsor idents on Sky Sports Football throughout the 2019/20 season after debuting during ITV's coverage of the England vs Montenegro international fixture**
 - **Screwfix filmed 12 stories at Haringey Borough FC and Tottenham Sports Ground using some of their very own dedicated customers**
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Following the success of the 'Legends of the Game' campaign last year, Screwfix have called on their dedicated customers to bring to life their latest TV campaign.

Inspired by stories told by real customers, Screwfix created a series of 12 stories based around the love of the brand.

The stories put that love of Screwfix in a relatable football context, using dedicated customers, whose passion for football is almost as big as their passion for Screwfix.

The stories will debut during ITV's coverage of England's International fixture against Montenegro on 14th November and run throughout the remainder of the football season as part of Screwfix's partnerships with Sky Sports Football, EFL Highlights on Quest and International Football on S4C.

Customers were found through a campaign and social media call out and they jumped at the opportunity to tell these stories.

Chosen for their dedication to their trade, their love for the brand and their passion for football, the tradespeople and DIYers featured have brought these stories to life.

Screwfix Acton customer, Alan Mehnizadeh appears in the classic scenario where a Dad misses his son's big moment shopping on Screwfix.com. Stephen Cooper, who shops at Screwfix Chessington Store is more interested in the iconic Screwfix catalogue than his matchday programme.

Alan Trice, Senior Marketing Manager: "We spent a couple of days at Haringey FC & Tottenham sports ground with a full TV crew filming 12 new adverts with real customers who wanted to show their love for the brand.

"Our customers have always been at the heart of our business and it's amazing to be able to use real life stories and genuine customers to bring this campaign to life.

A massive thank you to the customers who have been a part of this campaign. We can't wait to see these stories throughout the season."

-ENDS-

About Screwfix:

Screwfix is part of Kingfisher plc, the international home improvement company, with 1,331 stores in 10 countries in Europe and Turkey. For further information go to 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 33,000 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 to pick up from over 640 UK stores nationwide.
- Over 33,000 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 over 5.8 million visits per week.
- We have over 8 million active customers a year.
- The Screwfix Click & Collect service, which enables customers to pick-up their goods in as little as one minute after ordering online or over the phone, is used more than 10 million times a year.
- UK-based Screwfix Contact Centre open 24 hours a day, 7 days a week (including bank holidays) on 03330 112 112.
- See www.screwfix.com/stores for store opening information.
- Next day delivery is available within store opening hours.
- World leading customer satisfaction levels.

- Screwfix was awarded Glassdoor's Best Places to Work in 2017 and 2018.
- Screwfix was awarded Retail Week's 'Best Retailer over £250m' and 'Digital Pioneer' awards in 2018
- Screwfix was awarded in the A-Z of Recognised Retailers in the Retail Top 100 Movers & Shakers Report 2019
- Screwfix was awarded Retail Week's Mark of Excellence' for Best Place to Work in 2019
- For more information about Screwfix please visit our media centre:
www.screwfixmedia.co.uk

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