

**Don’t break your stride, Screwfix Sprint delivers trade essentials to site in 60 minutes or less**

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* Screwfix launches new national campaign across the media for its hyper-convenient delivery service, Screwfix Sprint
* Busy customers can order trade supplies on the Screwfix app and have them delivered directly on site without downing tools
* Screwfix Sprint was awarded Best Customer Experience at Retail Week Awards 2022

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Screwfix, the omnichannel retailer, today launches a national campaign for its 60-minute delivery service, Screwfix Sprint. Sprint is Screwfix’s market-leading service that allows customers to have products delivered to home or site in 60 minutes or less, without breaking their stride.

Convenience is paramount for Screwfix’s busy customers. The trade demand quick and easy access to a broad range of competitively priced products, and Screwfix Sprint is industry-leading in providing another option for customers to get their job done quickly, affordably and right first time.

The campaign, signed off with the line: ‘Don’t stop. Sprint.’, brings Sprint to life through a tv advert showing a tradesperson ordering on the Screwfix app, then dancing through the site with his team to the tune of ‘Break My Stride’ by Matthew Wilder.

The classic track is an 80’s earworm, deliberately chosen to help plant the campaign onto construction sites all over the country. Together with the dance moves it’s also the hook of Screwfix’s social media influencer campaign, designed to amplify the message and underline the authenticity of the brand.

Jack Wallace, Marketing Director at Screwfix, comments: "With Sprint, Screwfix is meeting the growing demand from UK tradespeople for affordable, high-quality products in their hands quickly.

“For busy tradespeople, time is literally money and finding the time to pick up an essential and often unplanned item is an inconvenience that can also have an impact on project schedules. With Sprint available in over 320 Screwfix stores across the UK and just a £5 delivery charge, customers no longer need to sit in traffic when the unexpected happens, they can have it delivered where they are in 60 minutes or less."

The integrated campaign was created by creative and innovation agency Five by Five and with media planned and brought by Dentsu X will run across TV, radio, VOD, press, in store, app, digital and social, reaching even more tradespeople across the country. Five by Five also managed the influencer campaign – which is itself a first for Screwfix.

Annabel Mackie, Managing Director at Five by Five, comments: “We’re proud to have delivered a campaign that is packed full of entertainment while still clearly conveying the core message of Sprint’s benefits as well as remaining true to the authenticity of the brand and its customers.”

Over 30,000 Screwfix customers have already utilised Sprint’s convenience, with up to 80% being tradespeople. The service has become embedded into the way some customers shop with the omni-channel retailer.

A Screwfix Sprint customer says: “Used this service to get a few bits that I had run out of. Saved me from having to down tools and go to store. It was delivered within 30 minutes of ordering. Really handy if you can’t secure your workplace and need some bits and helps with workflow. I’ll definitely be using this service again!”

Not only do customers love the service, in 2022, Sprint was awarded “Best Customer Experience” at the highly esteemed Retail Week Awards which celebrates excellence within the retail sector. The judges described Screwfix Sprint as ‘genius’, underling how putting customers first led Screwfix to create a service that really makes life easier for busy tradespeople.

To benefit from Screwfix Sprint convenience, download the Screwfix app now or visit [Screwfix.com](https://www.screwfix.com/) for more information

**ENDS**

**About Screwfix:**

With over 870 stores across the UK, Ireland and France, and an extensive product range of over 47,000 products, Screwfix is convenient, straightforward, and affordably priced, help busy tradespeople get their jobs done quickly, affordably, and right first time.

Screwfix is part of Kingfisher plc, the international home improvement company with more than 1,500 stores, supported by a team of over 80,000 colleagues.

From power tools and work wear to cables and pipe fittings, Screwfix offers over 10,000 products available to pick up from over 870, conveniently located stores.

* Over 38,000 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.\*
* Unbeatable value at Screwfix is prices, quality and convenience you can trust - helping tradespeople to get what they need, when they need it. Screwfix is committed to meeting the need of its customers.
* Screwfix is committed to minimising its environmental impact to help create a better future for its customers, colleagues, communities, and the planet. Our ambition is to offer sustainable choices and source products that are made to last. At Screwfix, we believe if a job’s worth doing, it’s worth doing well.
* Screwfix.com and the Screwfix app attract over 7 million visits per week.
* We have over 11 million active customers a year.
* The Screwfix Click & Collect service enables customers to pick-up their goods in as little as one minute after ordering online or over the phone
* For more information visit [screwfix.com](http://screwfix.com/) screwfix.[ie](http://ie/) or [screwfix.fr](https://www.screwfix.fr/)
* Screwfix Sprint awarded ‘Best Customer Experience’ at the Retail Week Awards 2022. Introduced in 2021, Screwfix Sprint allows customers to place an order on the Screwfix app and get it delivered straight to their location – either at home or on site, in less than an hour.
* RAD 2022, Best Employer Website
* Screwfix recognised at the BRC’s Climate Action Roadmap Showcase 2022 for “Driving towards net zero properties”.
* For more information, please visit the Screwfix Media Centre: [www.screwfixmedia.com](http://www.screwfixmedia.com/)

**PRESS INFORMATION:**

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