

February 2017

**Kidderminster’s second Screwfix store is declared a runaway success**

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

The Kidderminster – Birmingham 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 30 minute drive of a Screwfix store.

Screwfix’s Kidderminster – Birmingham Road Store Manager Joe Homer said: “We chose to open a new store in Kidderminster because it’s a growing town with a great trade presence. Many of our customers already shopped with us at our Kidderminster and Stourbridge 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 February and throughout the weekend until Sunday 19th February 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 Kidderminster – Birmingham Road store at: Greenhill Industrial Estate, Birmingham Road, Kidderminster, Worcestershire, DY10 2RN. Monday to Friday 7am-8pm, Saturday 7am-6pm and Sunday 10am-4pm.

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 over 1,100 stores in 10 countries in Europe, Russia and Turkey. For further information go to [www.kingfisher.com](http://www.kingfisher.com).

Screwfix is recognised as being “where the trade buys”, offering a straightforward and transparently-priced retail experience that enables busy trade customers to shop 27,000 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 pick up from the national network of over 490 stores. A further range of over 16,000 products can be ordered over the phone, online or from a local store, with orders taken up until 7pm for next day delivery to home or site.
* Screwfix.com attracts 2.6 million unique visitors per week and the Screwfix Click & Collect service means customers can conveniently purchase supplies online (or over the phone) and then collect from 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 10am – 4pm Sundays.
* 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 2016.
* Screwfix was publicly honoured as one of the Glassdoor Best Places
to Work 2017.

**PRESS information:**

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