

SCREWFIX

May 2019

Screwfix and EFL team up for Wembley Weekend



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- **Screwfix feature on Wembley Way across the Playoff Final weekend**
 - **Screwfix 'building site' with football freestylers entertains fans**
 - **Customers given VIP, Royal Box and General Admission tickets**
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Screwfix and the EFL took over Wembley for the weekend of the EFL playoff finals with entertainment on Wembley Way, free VIP and Royal Box tickets for customers.

From the 25th to 27th May, Screwfix entertained fans of Aston Villa, Derby County, Charlton Athletic, Sunderland, Newport County and Tranmere Rovers.

Amazing football freestylers showcased their skills and, alongside the freestylers, fans of all the clubs enjoyed the Screwfix Portaloo Photobooth.

Screwfix had their signage inside and outside of Wembley, with the omnichannel retailer taking pride of place at the home of football.

Lucky customers were treated to VIP tickets, tickets in the Royal Box and general admission for Aston Villa vs Derby County, Charlton Athletic vs Sunderland and Newport County vs Tranmere Rovers.

Customers and fans embraced the event and were keen to take part in all the activities across the weekend.

-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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