**SCREWFIX REPLACES ICONIC PAPER CATALOGUE WITH DIGITAL SCREENS, OFFERING FULL**

**37,000 PRODUCT RANGE**

* Screwfix moves to 100% digital, ending the production of its printed catalogue
* New digital screens in store will offer full 37,000 product range, latest prices and instant stock checking
* The Screwfix app remains the fastest and most convenient way to shop

After 30 years of production, omnichannel retailer Screwfix has announced it will no longer be printing physical copies of its catalogue, instead introducing digital screens in store showing its full 37,000 product range, compared to just 16,000 in the catalogue. The move comes with a commitment to remain responsive and offer Screwfix customers market leading prices and deals.

With increasing numbers of customers shopping online and a significant reduction in the number of customers using the catalogue over the past few years, the retailer is focused on delivering hyper convenience, centred around its digital offering across its app, website, and in store order points.

Screwfix has always been committed to helping busy tradespeople get their jobs done quickly, affordably, and right first time. Screwfix started its journey back in 1979 as a mail order company before opening its first physical store in 2005. With a store network of over 800 stores across the UK and Republic of Ireland and 11 million active customers, Screwfix continues to be one of the fastest growing retailers.

John Mewett, Screwfix CEO, commented: “Our iconic catalogue has been a huge part a part of our brand identity for the past 30 years, however it only includes a small part of our extensive range and doesn’t reflect our latest prices. In recent years we’ve seen customers increasingly prefer to shop with our app or online and switching to digital screens in store will mean we can provide the same great experience.”

Through its customer-first approach, the national retailer launched its one-hour delivery service ‘Screwfix Sprint’ in 2021. Sitting alongside the existing and hugely popular Click & Collect service, where customers can shop online or over the phone and pick-up goods from a store in as little as one minute, Screwfix Sprint is the next-level leap of Screwfix’s e-commerce service innovations. Available in over 300 stores across the UK, Screwfix Sprint meets the growing demand from UK tradespeople for affordable and quick-to-have, high-quality products.

The Screwfix catalogue has been iconic for the past three decades, with over 300 editions since the launch in 1992. The catalogue started with just a small handful of products and its final edition featured 16,000 of the 37,000 Screwfix products available.

**ENDS**

**About Screwfix:**

As a multi-channel trade retailer, customers and colleagues sit at the heart of everything we do. With over 800 stores across the UK and Ireland our aim is to 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 1,490 stores, supported by a team of over 80,000 colleagues. Kingfisher operates in eight countries across Europe under retail banners including B&Q, Castorama, Brico Dépôt, Screwfix, TradePoint and Koçtaş. We offer home improvement products and services to consumers and trade professionals who shop in our stores and via our e-commerce channels.

Screwfix is convenient, straightforward, and affordably priced, helping its trade customers shop 34,000 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 10,000 products available to pick up from over 775 UK stores nationwide.
* Over 37,000 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 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 attracts 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
* 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](http://www.screwfix.com/stores) for store opening information.
* Next day delivery is available within store opening hours.\*
* 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 won the Pennies Outstanding Achievement award in 2021
* World leading customer satisfaction levels.
* For more information, please visit the Screwfix Media Centre: [www.screwfixmedia.com](http://www.screwfixmedia.com)

\*Please see Screwfix.com for our latest service updates.

**PRESS INFORMATION:**

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