

4 November 2022

**SCREWFIX ANNOUNCES BIGGEST EVER BLACK FRIDAY PROMOTION**

Building on its commitment to offer Unbeatable Value, Screwfix has unveiled a series of app-exclusive offers for those working in the trade, as part of its biggest ever Black Friday promotion.

Launching on 7 November, tradespeople who currently use, or download the Screwfix App, will get exclusive access to a deal of the day, every day, for seven days.

With in-app offers including brand deals and money off selected purchases, the activity signals the start of Screwfix’s biggest ever Black Friday campaign, with further promotions revealed over the following two weeks.

At a time when value continues to be a key driver for the trade, Screwfix’s Black Friday promotions further cement its Unbeatable Value commitment, which earlier this year, saw it announce a combination of price cuts, price locks, low prices on pro products, and bulk save offers.

Jack Wallace, Marketing Director at Screwfix, commented: “Now more than ever, both consumers and tradespeople remain on the lookout for value, that doesn’t compromise on quality. Black Friday is always an important event in our calendar at Screwfix, and this year we wanted to make sure it’s bigger and better than ever through our commitment to deliver Unbeatable Value.

“Tradespeople looking for the best deals and value, should download the Screwfix App now if they have not already got it. Both existing and new users will then need to ensure they turn their permissions on before 10pm, so they can benefit from the app exclusive offers for the following day.”

To access the app-exclusive Black Friday offers, tradespeople should download the Screwfix App, alternatively to learn more about the brand’s additional Black Friday promotions, which run from 14 – 28 November, they can go online to Screwfix.com, or visit one of its 800+ stores.

For more information, please visit [www.screwfix.com](http://www.screwfix.com)

**ENDS**

**About Screwfix:**

With over 800 stores across the UK and Ireland, and an extensive product range of over 38,000 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 1,490 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 775 UK stores nationwide.

* 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. Over 1,000 prices cuts, hundreds of prices locked until the end of the year, and more than 8,000 bulk save items, 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 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
* 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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