



PRESS RELEASE
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FORGEFIX SEES SALES INCREASE BY 38%

Leading distributor of fixings, fastenings and associated products, ForgeFix is reporting a 38% increase in sales. The business attributes its success to a combination of new product lines, new service initiatives and a sustained investment into increased marketing activity.

“As a company, ForgeFix is committed to providing customers with high quality, value adding products backed by superior sales support,” explains Mike Smith, ForgeFix’s Sales and Marketing Director.

“This commitment has always been central to our approach but now we’re promoting it much more effectively. People are becoming increasingly aware of the fact that we provide solutions to common fixing challenges that make life easier for the end-user - and business more profitable for our stockists.”

In line with its progressive approach, ForgeFix has added a number of new and innovative products to its range over the last 12 months. These new products include Dryline Pro which addresses the challenge of fixing heavyweight items into dot-and-dab walls, the mould breaking Torx*fast* woodscrew and TileMax drill bits, which enable users to drill through tiles with greater precision and ease and with a reduced risk of damaging the tiled surface.

ForgeFix has also demonstrated similar levels of innovation in terms of its customer service. In particular, the business has launched a new website which makes ordering products from its range of over 3000 different lines quicker and easier. These products

can then be delivered anywhere on the UK mainland next day, reducing stock holding requirements and taking the stress out of those last minute requirements.

In addition, and to promote its new products and service initiatives, ForgeFix has made full use of marketing throughout 2010. Specific activity has included a brand refresh and the 'You're never in a fix with ForgeFix' advertising campaign as well as a highly successful '12 days of Christmas' sales promotion. This saw the ForgeFix website transformed into an electronic advent calendar complete with date-sensitive doors offering different daily deals.

Speaking of ForgeFix's success, Mike Smith adds: "Although we're delighted with our recent success, ForgeFix doesn't see this as a cause for complacency. Instead we will continue to look for new and exciting ways to meet our customer's needs. Ultimately, we want to become the fixings and fastenings supplier of choice for the vast majority of the UK's builders' merchants and DIY outlets."

- ENDS -

Image: 12 days.jpg

Caption: **Christmas comes early.** Thanks to new products, new service initiatives and an investment into marketing activity like the 12 days of Christmas campaign, ForgeFix has seen its sales reach record heights.

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Notes to editors:

- ForgeFix is a leading supplier of high-quality fixings, fasteners, drill bits and ancillary items.
- It has over thirty years of experience and a customer base that includes major builder's merchants, DIY outlets, glaziers and large multi-site retailers.
- The company sources high quality products from manufacturers across the world and prides itself on complementing these products with an equally high level of customer service, which can be seen in such initiatives as online ordering and next day delivery across the UK mainland.
- More information on ForgeFix and its extensive product range can be found at www.forgefix.co.uk