



**Press Release
March 2010**

FORGEFIX STAGES DEMONSTRATION IN CUSTOMER SUPPORT

Highlighting the strength of its commitment to working in partnership with its stockists, leading distributor of fixings and fastenings, ForgeFix is to support one of its customers at this year's kbb exhibition. Jon Peach, area manager from ForgeFix, will appear on the Tradwin stand (Stand F12a, Hall 19) throughout the show to help the rapidly growing supplier of plumbing and heating products demonstrate the TileMax drill bit.

Recently introduced to Tradwin's product range and available exclusively from ForgeFix, the TileMax drill bit has been specifically designed to make drilling through tiles easier. Its use of a special, asymmetric design not only cut levels of resistance to the bit by 25% but also prevents any wandering when drilling commences and reduces the likelihood of tiles cracking or chipping.

In addition, TileMax drill bits are diamond ground from the highest quality tungsten. This allows them to drill effortlessly through tiles made from porcelain, ceramic, natural stone and marble, as well as engineering brick and even granite.

Speaking of his appearance, Jon Peach commented: "ForgeFix has always been committed to going the extra mile to support its customers. That's why as well as high quality innovative products, we offer access to sector leading levels of customer service - including online ordering and next day delivery to reduce stock holding requirements.

"Our decision to appear shoulder to shoulder with Tradwin at kbb is a natural extension of this. The TileMax drill bit is an exceptional product and there's no better place to showcase it than at the UK's leading trade show for the kitchen, bathroom, bedroom, tile, heating and plumbing industry."

Jimmy Harrop, Managing Director from Tradwin added: “For anyone attending kbb 2010, a visit to the Tradwin stand is a must. The speed at which our business continues to grow and evolve means we’ve a lot to talk to people about – from new products right through to new service initiatives.

He continues: “The fact that Jon Peach from ForgeFix will be on our stand is the icing on the cake. We’re delighted with ForgeFix’s support because there’s no one better placed to tell visitors about the many benefits of the TileMax drill bit than the company that actually distributes it.”

The kbb show takes place at the NEC in Birmingham from 21st to the 24th March 2010. For more information, visit: www.kbb.co.uk

For more information on ForgeFix, visit: www.forgefix.co.uk

For more information on Tradwin, visit: www.tradwin.com

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Image & Caption

Tile Max CDU.jpg – **Star of the show.** ForgeFix is appearing with Tradwin at the kbb show in order to demonstrate its innovative TileMax drill bit.

For more information on this story, contact Wayne Mohammed at Precision on 07931 586 334 or e-mail: wayne@precision-online.co.uk

Notes to editors:

With over thirty years of experience and a customer base that includes major builder’s merchants, DIY outlets, glaziers and large multi-site retailers, ForgeFix is a leading supplier of high-quality fixings, fasteners, drill bits and ancillary items. 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. Evidence of this can be found 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