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## A 'TOOLTASTIC' LAUNCH

The first 'Tooltastic' counter service for builders, DIY experts and tradesmen has been launched by Buck & Hickman - a leading supplier of tools, maintenance and health and safety wear for over 100 years.



The trade counter section of Buck & Hickman branches are being branded as 'Tooltastic' to meet demand from a wide range of customers who might not have taken advantage of the company's excellent stock availability and customer service in the past. The Buck & Hickman branch in Southampton is the first of 15 'Tooltastic' counters to be rolled out across the UK in 2009.

Joe Roberts, Sales and Operations Director at Buck & Hickman, said: "The launch of 'Tooltastic' symbolises an exciting move for Buck & Hickman whereby we can appeal to a broader market and provide the same high quality service to tradesman in Southampton as we have done for engineers, health and safety and maintenance managers for many years. By meeting customers demand for quality tools and excellent service, Buck & Hickman is seizing an opportunity to expand its business within already established locations whilst demonstrating our commitment to meeting the needs of the local economy.

" 'Tooltastic' is an important service for DIY enthusiasts and tradesmen who are looking for extensive stock availability, supported by the experience and expertise which is intrinsic to the Buck & Hickman heritage."

The new 'Tooltastic' trade counters will carry an extensive range of hand tools, power tools, consumables and PPE designed specifically for the busy tradesman and serious DIY/Hobbyist. A 'Tooltastic' website is also in development with a view to offering an extensive range of products online and several of the new 'Tooltastic' locations will also be staging Irwin's 'Ultimate Tradesman Challenge'. For further details log on to <http://www.buckandhickman.com> or call 08450 510150 for further information. Buck & Hickman is part of The BSS Group plc, a market leading distributor to specialist trades.