

1st May 2009

BUCK & HICKMAN HELPS TO FIND THE 'ULTIMATE TRADESMAN'

Buck & Hickman is helping Irwin Industrial Tools to find the ultimate tradesmen by hosting a number of timed challenges at its 'Tooltastic' trade counters.

The first of ten Irwin 'Ultimate Tradesman Challenges' to be held at Buck & Hickman

branches took place on Tuesday 28th April at the 'Tooltastic' counter in Plymouth. Adi Kenyon, a master chef with the Army was crowned the winner of this round after completing an against the clock challenge which involved clamping, drilling and jigsawing.



The winner of these ten 'Tooltastic' mini challenges will go straight through to the final round in October at the Interbuild exhibition in Birmingham. Irwin will crown the overall 'Ultimate Tradesman' and reward them with the keys to a Porsche 911.

Joe Roberts, Sales and Operations Director at Buck & Hickman, said: "Each round at one of our Tooltastic trade counters provides the perfect opportunity to prove the skills and expertise of our regular customers. With the chance of winning a Porsche 911 we are expecting a big turnout and a nerve racking competition. The 'Ultimate Tradesman Challenge' is also an ideal way to celebrate the conversion of all our branches to Tooltastic and welcome local tradesmen and DIY enthusiasts for the first time in the 180 year heritage of Buck & Hickman."

Buck & Hickman launched its first 'Tooltastic' trade counter in February as a counter service tailored to the needs of builders, tradesmen and DIY enthusiasts. An online 'Tooltastic' service is also available at www.tooltastic.com, or call 08450 510150 for further information. Buck & Hickman is part of The BSS Group plc, a market leading distributor to specialist trades.