



Tool Shop

PRESS RELEASE

17th February 2011

Immediate

TRAFALGAR LOCK AND KEY JOINS THE TOOL SHOP GROUP

Following their very successful re-brand, **Tool Shop** have announced that Trafalgar Lock and Key Ltd, a specialist locksmith and service company is the latest business to join the **Tool Shop** Group.

Building on their enormous success offering friendly expertise and competitive prices, independent retailer **Tool Shop**, is pleased to announce another new link in its already 9-strong central London chain. The company is thriving on this formula with 9 specialist shops: 2 in Waterloo, 2 in Queensway, 2 in Marylebone, 1 in City of London, 2 in Westminster and now in Kennington

The acquisition of Trafalgar Lock and Key adds to the portfolio of products and services offered to their customers. The new unit will also focus on services in and around Central London and the City area with the familiar **Tool Shop** smile.

"The expansion is part of the medium term plan to grow the business," Vin, Director of The Tool Shop explains, "we intend to position the **Tool Shop** Locksmith brand as conveniently as possible around London. I have several locations already in mind for the next shop. Consumers in central London need access to quality products and superior service and we can continue to provide this for them. We are also developing our 'on-line business and our new website is on its way (www.toolshopgroup.com), giving our valued customers information about **Tool Shop** deals and special offers"

Vin is an active hardware retailer within the industry; he is also a Director of The Direct Company, BHF-BSSA Group's buying subsidiary .

Ends.

For further information contact:

Vin Vara, Director, The Tool Shop, 97 Lower Marsh, Waterloo, London, SE1 7AB

Tel: 020 7401 3111

Email: vin@toolshop-london.com

Web: www.diy-ts.com