



For immediate issue

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ROOFSHOP SET TO RAISE THE ROOF WITH SOCIAL MEDIA LAUNCH

As expected from the UK's largest specialist supplier of roofing, **Roofshop** is once again leading the field with the launch of official Facebook and Twitter sites to communicate with its growing band of roofing contractors.

Accessed independently via www.facebook.com/roofshop and www.twitter.com/roofshopuk the launch of these sites provides Roofshop with the opportunity to engage directly and frequently with its customers, updating them on product news, forthcoming events and special offers, as well as offering interactive help and advice on common roofing problems. Both sites can also be accessed directly from Roofshop's website at www.roofshop.co.uk

Stocking over 40,000 roofing products throughout 125 branches in the UK, and renowned for being innovative in its role, Roofshop is one of the first suppliers of roofing products and services to acknowledge social media as a valuable communications tool.

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Stuart Base, Marketing Manager of Roofshop explains: “We recognise that roofing contractors are busy people with many also running their own businesses. However, the evolution of technology and growing use of smart phones now means that we can supply ‘bite size’ pieces of information on a regular basis via social media channels and these can be accessed by roofers even when out and about.”

Stuart adds: “Building and sustaining a personal relationship with our customers is key and we are confident that social media will enable us to not only expand our client base, but ultimately raise the profile of the Roofshop brand.”

With an unrivalled choice of over 40,000 products and with over 125 branches nationwide, Roofshop provides a one-stop shop for the contractor specialising in pitched, flat, commercial and industrial roofing. Backed by expert advice and efficient service, Roofshop caters for all aspects of roofing, from design and materials, to installation and delivery.

For further information on Roofshop’s product range visit <http://www.roofshop.co.uk> or contact **0845 612 4304**.

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PHOTO-CAPTION:

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