**PRESS RELEASE**

An app to guide beginners along the way when tackling DIY tasks

***10 February 2016:*** *The Skil ‘DIY 4 Beginners’ app offers access to over 60 easy-to-follow step-by-step guides and instructions on how to make the most efficient use of power tools during home renovation and DIY projects.*

The DIY 4 Beginners app is compatible with Android and iOS (Apple) smartphones and tablets, and features a gyroscope and conversion calculator, in order to simplify any task at hand. According to Skil junior brand manager **Taahir Suliman,** the app is based on the [www.DIY4beginners.com](http://www.DIY4beginners.com) website, which has proven that there is a big need for help with DIY jobs.

“Skil is responding with the launch of the new DIY 4 Beginners app to the growing numbers of mobile devices. The website was started in 2012 and welcomed 89 000 visitors that year. In 2015, at least two-million unique visitors are expected,” he explains.

The DIY 4 Beginners app has already been downloaded more than 30 000 times since May 2014. Suliman highlights that with mobile traffic increasing, all types of information is within easy reach. “The big advantage of a smartphone or tablet is that users can have their device with them during the job, meaning they have readily-available access to all the information, all the time.”

Skil offers a broad range of high-quality electric power tools at affordable prices. Skil’s unique and value-added solutions make DIY jobs more convenient. With the DIY 4 Beginners app, Skil now provides help to consumers while they are physically working on their projects. The apps can be downloaded by clicking on the links, or by scanning the QR codes below;

**Android smartphones**

<https://play.google.com/store/apps/details?id=com.cognito.skil>



**iOS (Apple) smartphones**

<https://itunes.apple.com/us/app/diy-4-beginners/id863914955>

 

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**Notes to the Editor**
To download hi-res images for this release, please visit [http:/media.ngage.co.za](http://media.ngage.co.za) and click the Skil link to view the company’s press office.

**About Skil Power Tools**
Skil Europe is a manufacturer of power tools for pragmatic users, both do-it-yourselves and professionals. The company’s founder, Edmond Michel, launched the first electric handsaw in the USA in 1924. The “Skilsaw”, as it was called, was the world’s first circular saw. It was a great success and initiated the development of a wide range of similarly successful power tools.

Skil stands for high-quality products with innovative features and attractive prices. Since 1996, Skil has been part of the Bosch Group. The headquarters for Europe, the Middle East and Africa are located in Breda, the Netherlands. 40 sales units are controlled from this location. The company’s products are sold in more than 70 countries.

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