

FLEX power tools to launch in Crown Decorating Centres

1 year ago



FLEX, the award-winning power tool manufacturer trusted by professionals throughout Europe and North America, is set to launch in a network of Crown Decorating Centres across the UK, and online. The collaboration with Crown Decorating Centres underscores a continued commitment to the UK market by FLEX Power Tools, making its extensive range of products available to a wider audience.

With a total of 140 sites nationwide, Crown Decorating Centres are a market leader for trade professionals, stocking a comprehensive range of professional and DIY paints, primers and decorating accessories, for interior and exterior use. A network of 30 Crown Decorating Centres will stock five dry wall and decorating power tools from FLEX, and abrasives, from the comprehensive FLEX Power Tools catalogue. A more extensive range of FLEX products will be available online via the Crown Decorating Centres website.

Leading the charge is the GE 6 R carbon composite wall and ceiling sander, the lightest Giraffe of all time from FLEX. Making easy work of even the toughest sanding tasks, the unique, lightweight GE 6 R has been developed by professionals to guarantee perfect results. In addition, a range of three corded FLEX sanders will be offered at the selected Crown Decorating Centres (ORE 5-150, OSE 2-80 and ODE 100). For flawless surfaces on every project, the random orbit, delta and orbital sander are powerful, innovative and durable machines, featuring brushless motors with variable speeds and vibration-free running.

Thanks to an integrated extraction system for a low-dust working environment, every FLEX sander can also be mated to a FLEX or workshop vacuum. The VCE 26 L MC safety vacuum cleaner will also be available to Crown Decorating Centre customers, it features a manual filter cleaning system and 25-litre capacity. Handy and compact, this vacuum cleaner is easy to use and transport, its high-performance turbine ensures high suction capacity and excellent extraction results, with wet and dry suction functions.

To mark the start of the milestone relationship between FLEX and Crown Decorating Centres, representatives from FLEX attended the Crown Commercial Briefing. The event introduced key Crown stakeholders, including Managing Director Naiem Wafa, and store managers from the around the UK, to the FLEX brand and its innovative range of products. Attendees gained insight into the cutting edge FLEX merchandising solution, which features dynamic QR code integration so that customer can scan while they shop. A more formal launch took place at the Crown National Conference on January 14th 2025, with the roll out of FLEX products to follow in February 2025.

Benjamin Warcup, Managing Director FLEX (UK), said: “The partnership between FLEX and Crown Decorating Centres represents an important step as FLEX continues to expand its presence in the UK. FLEX remains a key player with trade professionals and DIY enthusiasts throughout Europe and North America, following massive investment, including the introduction of a UK warehouse and domestic warranty and service support, more and more UK customers are discovering the award-winning premium power tools and accessories from FLEX.”

Danny Griffiths, Buying Manager, Crown Decorating Centres added: “We’re thrilled to have FLEX in store and online in 2025. It’s all part of Crown’s mission to continue to raise the bar for painters, decorators and dry wall professionals.”

FLEX products will be available in 30 Crown Decorating Centres across the UK, and online, from February 2025 – visit www.flex-tools.com/en-gb to learn more about FLEX, and bookmark www.crowndecoratingcentres.co.uk

Facts In Brief: FLEX and Crown Decorating Centres

- FLEX power tools will be available in network of 30 Crown Decorating Centres across the UK, and online at crowndecoratingcentres.co.uk from February 2025
- Selection of dry wall and decorating power tools and abrasives is led by the GE6R carbon composite wall and ceiling sander, the lightest Giraffe of all time from FLEX
- Trio of powerful, innovative and durable corded random orbit, delta and orbital sanders feature brushless motors with variable speeds and vibration-free running
- Compact VCE 26 L MC vacuum cleaner can be mated to all three sanders via an integrated dust extraction system
- FLEX high performance power tools are engineered in Germany with an industry-leading three-year warranty (registration required) on tools and batteries
- Learn more about the FLEX range online at www.flex-tools.com/en-gb