

Today Clas Ohlson opened new store in Vinstra, Norway

Today Clas Ohlson opened its new store in Vinstra, Norway. The store is Clas Ohlson's 78th store in Norway and the Group's 214th store.

The new Clas Ohlson store in Vinstra opened earlier today in the traditional manner with great opening customer offers. This store is situated in the outskirts of Rondane National park, which is an important area for tourists and a popular area for cabin owners. Inhabitants and cabin owners finally get Clas Ohlson on their doorstep.

“There has been an incredible interest for our store in this community. We are happy to celebrate this day with our customers this morning. The team in Vinstra has done a fantastic job in creating a very good and commercial store”, says Geir Hoff, Country Manager of Clas Ohlson Norway.

Clas Ohlson's new store is located in Vinstra and has a sales space of approximately 850 square meters. The catchment area is approximately 30,000 inhabitants. With the new store in Vinstra, Clas Ohlson has 78 stores in the Norwegian market.

Clas Ohlson offers its customers an omni-channel experience with e-commerce and more than 200 stores in six markets. In the financial year 2016/17, Clas Ohlson plans to establish 3-8 new stores net.

For more information on Clas Ohlson's store network and future store openings, see the detailed list at about.clasohlson.com.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com