

Hiring instead of buying – tool hire is launched in all Clas Ohlson's stores

People are becoming more interested in hiring instead of buying. Clas Ohlson is now launching the possibility to hire tools in all their stores in Sweden, Norway and Finland.

“For us it is about simplifying life in all kinds of homes and today many people prefer hiring instead of buying, especially when it comes to products that you don't use very often. After we offered a range of products for hire in a certain number of stores, we have now taken the step to roll out Hire at Clas in all our stores,” says Stine Trygg-Hauger, Chief Commercial Officer at Clas Ohlson.

There is a growing trend to hire instead of buying products. According to Svensk Handel's (the Swedish Trade Federation), sustainability survey, nearly a quarter of people questioned said that they will try to hire or buy second hand which is a huge increase compared to previous surveys.

“The hiring scheme is also part of our sustainability efforts and we want to help our customers to live more sustainably. For people who seldom use tools, hiring is a more eco-friendly alternative than buying tools. For instance, a drill is used on average for a mere 13 minutes,” says Stine Trygg-Hauger.

To start with, 16 different products are going to be available for hire. These products include drills, crosscut saws and cleaning products such as steam and upholstery cleaners. The price ranges from SEK 29 to 399 depending on the type of product. Members of Club Clas (Clas Ohlson's loyalty and customer club) can hire at half the price and bookings can be made at clasohlson.se.

Clas Ohlson's “Hire at Clas” will be launched on September 2nd in all stores in Sweden, Norway and Finland.

For more information, please contact:

Niklas Carlsson, Group Head of Communications, +46 247 444 29, niklas.carlsson@clasohlson.se

Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 4,500 co-workers and annual sales of approximately 8,8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.