

Clas Ohlson and Daresay win an international design award!

In February this year, Clas Ohlson launched the new Smart Plug product together with the Clas Ohlson Home app. This simple smart home solution has been highly appreciated by customers and the app, which allows users to control Smart Plug connected electrical devices from their mobile phone, has now been awarded the prestigious international Red Dot Award for excellent design.

The Red Dot Award will be presented at an award ceremony in Berlin on October 26, however, the winners were announced today in the various categories within "Communication Design". Clas Ohlson Home will receive an award in two categories "Apps/Tools" and "Interface & User Experience Design, Smart Home Solutions".

"We always try to make things easy and accessible for our customers and I believe that this is why our app has been so positively received. It is a solution that suits many people and it doesn't require any specific technical knowledge. It can be seen as the first step towards a smarter home which is accessible to many customers", says Peter Olsson, project leader at Clas Ohlson.

The app has been developed by Daresay, a digital agency, that in 2017 won a Red Dot Award for its work with Swedish Länsförsäkringar Bank.

"It has been inspiring to work in close cooperation with the Clas Ohlson team since they, just like us at Daresay, are driven by a strong will to make the connected home simple and accessible to all. We are of course very pleased that this work now also is being recognized with this award", says Kurt Sillén, Business Director at Daresay.

Red Dot Award: The Communication Design Award has been awarded since 1993 (up until 2001 under the name "Deutscher Preis für Kommunikationsdesign") and the winners in the various categories are chosen by an international expert jury.

The Clas Ohlson Home app is free to download from Google Play and Apple App Store.

For more information please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. This year, we are celebrating 100 years as a business with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 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. Read more about our history on clasohlson100.com/en or visit about.clasohlson.com for current events and information.