

Third opening in three days - Clas Ohlson's new store in Vetlanda is now open

Many customers came to the opening of Clas Ohlson's new store in Vetlanda this morning. It was the third day in a row that a new Clas Ohlson store opened.

"We are extremely pleased with the great interest in our opening. The area around Vetlanda have been a white spot and we know that we have been in demand for many years. Many people have said that we fulfil a great need," says Andreas Helgesson, Country Operations Manager.

The new store has a sales area of 1,240 square metres and is located in Nydala retail park, just north of Vetlanda city centre.

When the store opened today at 10am, many customers from Vetlanda and the surrounding area had travelled to Nydala. Many Clas Ohlson employees from other stores had also travelled to Vetlanda to help on the opening day.

The opening is the third store opening in just three days for Clas Ohlson. During the week, Clas Ohlson has also opened new stores in Oulu in Finland and Malmö in Sweden.

"It feels fantastic to open a new store for the third day in a row and to continue to grow with new stores. When we opened in Malmö yesterday, there was a queue all day and here in Vetlanda there are also a lot of customers. It is really noticeable that we are eagerly awaited when we open new stores," says Andreas Helgesson.

Future store openings

Sweden

Lund, Stora Södergatan - planned opening May 2024

Helsingborg, Kullagatan - planned opening June 2024

Lidingö, Lidingö Centrum - planned opening September 2024

Burlöv, Burlöv Center - planned opening September 2024

Norway

Drammen, CC Drammen – planned opening May 2024

Tønsberg, Kilen – planned opening September 2024

Tynset, Elfengveien – planned opening October 2024

Fredrikstad, Værestetorvet - planned opening November 2024

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in three markets, approximately 5,000 co-workers and annual sales of approximately 9 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/en to read about us and our passion for simplifying life in all kinds of homes.