



*Press release 18 September 2014*

## **Clas Office opens in Sweden and Norway**

**Clas Ohlson continues to grow. With Clas Ohlson's broad range of products at great value as a basis, a new concept, Clas Office, specifically targeting companies, is now introduced. Clas Office is accessible in stores, but also available around the clock on the web and on smartphones, for companies in Sweden and in Norway.**

Corporate customers are not a new phenomenon for Clas Ohlson, we have been a valued party for small and mid-sized companies for several years. However, many loyal and devoted customers have requested a simple concept, adjusted for corporate needs. Simplicity and service has been essential in the development of Clas Office, add to that of course our broad product range at great value.

“Our broad range of products gives us the opportunity to offer our corporate customers relevant offers and affordable products. All types of companies are welcome to become a valued Clas Office customer, no matter what type of workplace they represent. Many companies today look for flexible administrable solutions and targeted services to meet their specific needs, which we now, with the launch of Clas Office, can offer”, says Nina Lindfors, Country Manager Sweden.

A clear trend is that more and more companies want flexibility in when and where they do their purchasing. The combination of our physical stores, web shop and phone sales gives our corporate customers the high accessibility and the flexibility they have looked for.

“Our large number of loyal corporate customers have helped us shape Clas Office, which is why we are certain our new concept will be a success. Clas Office makes it easy for companies to do their purchasing, completely in line with Clas Ohlson's business idea of helping customers solve every day practical problems”, says Sophia Bonnevier Dudzik, Clas Office Manager at Clas Ohlson.

Today, small- and mid-size offices in the Nordic region turnover app. 6 billion SEK in office supplies alone according to the calculations carried out by Clas Ohlson.

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*Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at [www.clasohlson.com](http://www.clasohlson.com).*