

## **Clas Ohlson launches initiative for greater product innovation**

**Clas Ohlson Product Innovation Challenge, launched today, is part of Clas Ohlson's ambition to expand the range of products for a more sustainable lifestyle. The aim is to give life to good product ideas for a sustainable lifestyle, and give innovators the opportunity to launch their product through Clas Ohlson's sales channels.**

With the Clas Ohlson Product Innovation Challenge, the ambition is to identify new innovative products that can help Clas Ohlson's customers to live a more sustainable lifestyle. The challenge is being launched today, and provides an opportunity to submit your contribution and win an attractive place in Clas Ohlson product range.

– We can change customer attitudes and behaviour through the products we sell and the knowledge we convey. We therefore have a responsibility and an opportunity to influence, why we with Clas Ohlson Product Innovation Challenge hope to accelerate the development of our range of more sustainable products, says Eva Berg, head of assortment at Clas Ohlson.

To participate, you must have a product idea that is not yet available in the market, which fits into Clas Ohlson's product range, and contributes to a more sustainable lifestyle. To register go to [www.clasohlsoninnovation.com](http://www.clasohlsoninnovation.com). Linda Krondahl, CEO of Things, who work with innovators and start-up companies on a daily basis, is a member of the jury.

– In my job I often meet entrepreneurs who, although they have a very good idea, find it difficult to reach out to the market. The winners of Clas Ohlson Product Innovation Challenge will get a huge boost into the market, says Linda Krondahl.

Deadline to submit entries is 30 November 2016. Ten finalists will be selected and the winning products will be announced by the end of January 2017. The aim is to launch the winning products in all Clas Ohlson's sales channels within a year.

Clas Ohlson Product Innovation Challenge is part of Clas Ohlson's sustainability agenda From here to sustainability.

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](http://www.clasohlson.com)*