

## **New assortment of pet accessories at Clas Ohlson this spring!**

**Starting this spring, Clas Ohlson is offering a new assortment of affordable and smart products for dog and cat owners, ranging from products for nursing and play to safety.**

In total, Clas Ohlson launches more than 120 products for dog and cat owners aiming to solve the most common practical problems our customers face in their everyday life with pets.

“There are approximately 75 million households in Europe with pets and we see a great demand for pet accessories. This is why we are so delighted to launch a wide assortment of products which makes everyday life with pets easier for our customers. An important success factor is the availability we offer with stores in city centres as well as shopping centres, combined with our online sales. Moreover, we have invested a lot of time and effort into making sure all products have something extra, for instance extra safety features,” says Eva Berg, Head of Assortment at Clas Ohlson.

The assortment includes both products from Clas Ohlson’s brand Asaklitt as well as other known brands such as Wahl and Curver. Among the products being launched are nursing products like hair clippers and combs, different products for food storage and food bowls, popular toys, but also leashes and reflective vests for dogs and cats. A common feature for all products is that the customer always should find a smart detail in the product, for instance a surface for name tags on all collars and reflectives in all leashes. A number of products also have a sustainability profile, for instance the 100 per cent biodegradable dog waste bags and food bowls made from recycled plastic.

Clas Ohlson’s entire assortment of pet accessories can be found on <http://www.clasohlson.com/uk/b/Leisure/Pet-accessories>.

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)*