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Christmas gift ideas from Clas Ohlson!

Christmas shopping is in full swing, not least at Clas Ohlson, where Christmas sales had a good start in November with an increase of 8 per cent compared with the previous year. Among the top sellers right now are things needed to get the home ready for Christmas, such as string lights and Christmas trees, but sales of Christmas gifts is also booming.

Based on sales to date, we can see that our customers are not afraid to work on their weekend projects during the colder months of the year as well. Lined work gloves, screwdrivers as well as other power tools are selling well. But, of course, the indoor projects will be in focus during the coming months.

“The interest in the smart home is a trend that we've seen for a couple of years and it is now really taking off. With TellStick Net your home becomes wireless and a little smarter. Besides turning lights on and off, you can for example read the outdoor temperature directly on your smartphone. You can also make the lights automatically light up when a window or a door is opened. A truly clever product, says Eva Berg, Head of Assortment at Clas Ohlson.

“We can also reveal that many people will receive different types of machines and accessories for cooking for Christmas. A classic gift that will be popular again this year, is the frying pan. I also strongly believe in our own slow juicer that mixes everything from ginger, berries, fruits and different vegetables into tasty juices. In addition to that, it is so quiet, so you can run the machine and talk with friends and family at the same time, continues Eva Berg.

Clas Ohlson also sell the Christmas gift of the year*, the robotic vacuum cleaner.

“We have several affordable versions, and we expect good sales of the robotic vacuum cleaner. However, it is after all a relatively expensive Christmas gift. Ideas for less expensive smart products are, for example, our wireless sports earphones for smartphones. They work perfectly on ski trips or at the gym. Other good gifts for someone who likes spending time outdoors are for instance our head torch and torch set and the thermos set from Asaklitt, concludes Eva Berg.

*According to HUI Research (Swedish research firm owned by The Swedish Trade Federation)

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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 five countries via its over 200 stores and web shops. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq Stockholm, has sales of 7.5 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.