

Clas Ohlson realizes smart innovations

Bringing ideas to life has been part of Clas Ohlson ever since the start almost 100 years ago. In an innovation climate which keeps moving faster, Clas Ohlson is happy to collaborate with innovators and companies in seeing ideas turn to finished products.

A new and exciting product will soon be presented when the winner of the Clas Ohlson Product Innovation Challenge, where innovators have been invited to collaborate on product ideas with bestseller potential for Clas Ohlson wide product range, is announced.

Linda Krondahl, CEO of Things, is a member of the jury and works with innovators and start-up companies on a daily basis.

“Working together is a very important aspect when it comes to new innovations and initiatives,” says Linda Krondahl. Linda works daily with entrepreneurs struggling to make their products available for end consumers. It is all about complementing each other, where the innovator has detailed knowledge of the product and the partner has enough muscle to reach the market.

Linda wants to see large companies more involved than they are today.

“The large companies already have the fundamental processes in place. Everything from procurement, warehousing, distribution and marketing to knowledge of how to certify products and follow regulations is a natural part of their day-to-day work. If they can help the innovators to realize their ideas, both parties win.”

“We have a number of examples where we have worked closely with innovators and together developed new products. One product that shortly will be in our stores is the Possio Tracker, a really smart product which allows you to track your vehicle in real time which we have developed in collaboration with the Swedish company Possio. Another example is the tea light with glass holder that we were first on the market with, and co-developed with the innovators. Clas Ohlson Innovation Challenge is new way for us to establish contacts and ideas that we can help cultivate, which is very exciting,” says Eva Berg, Head of Assortment at Clas Ohlson.

The winner of Clas Ohlson Product Innovation Challenge will be announced later in May 2017 in a press release and on www.clasohlsoninnovation.com.

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 approximately 8 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com