

Clas Ohlson wins Red Dot Award for the second year in a row

Clas Ohlson launched its Clas Fixare (Clas Fix It) service in November 2018. It is easy to book the service via the Clas Fixare app, which was developed together with the digital agency Daresay, and thanks to its user-friendly interface it has won the internationally renowned Red Dot Award.

The Red Dot Award will be presented at a ceremony in Berlin on 1 November 2019, although the winners of the various categories were revealed yesterday. Clas Fixare won a prize in both categories "Apps" and "Interface & User Experience Design". The 'Red Dot Award: Brands & Communicating Design' has been awarded since 1993 and the winners of its respective categories are appointed by an international panel of experts.

"'User-friendliness' and 'customer experience' were the keywords in developing this app together with Daresay, which allows our customers to book a Clas Fixare service from their mobile or tablet. Customers can get help with various home improvement jobs such as mounting, plumbing or electrical installations. The service, which makes our customer's everyday life a bit easier, has been very well received, and of course the simplicity of the app is a contributing factor," says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

Currently, the Clas Fixare service is available for customers based in Stockholm and the service will be expanded to additional geographical areas in the future.

Clas Ohlson and Daresay also won the Red Dot Award together in 2018, for the Clas Ohlson Home app.

The Clas Fixare app is available for download on Apple App Store (iOS) and Google Play (Android).

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***Clas Ohlson** was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about us and our passion for simplifying life in all kinds of homes.*