

Clas Ohlson introduces faster *Click & Collect* – now only 30 minutes from order to delivery

Clas Ohlson is upgrading its delivery option *Click & Collect* to gear up for the biggest shopping season of the year. Starting from today, customers will be able to collect their products at the store within 30 minutes from making an online order. The service is available in all Clas Ohlson stores in Sweden, Norway and Finland.

“In times of social distancing it is crucial to challenge the conventional ways and find new solutions to offer the customer both safety and flexibility. We have launched many new shopping and delivery alternatives during the past years and are today offering a unique mix of stores, e-commerce on own and third-party channels - all of which are accompanied by several flexible delivery options. I am very happy to see that we are now further improving the interplay between our online and physical stores with even faster deliveries, says Stine Trygg-Hauger, Chief Commercial Officer at Clas Ohlson.

Click & Collect has become one of Clas Ohlson’s most popular delivery option for online sales. The service works as follows: customers place their online order, choose the option Click & Collect and thereafter pick up their products at a Clas Ohlson store of their choice. Additionally, this spring the service was further extended to also offer deliveries outside selected stores for customers aren’t able or doesn’t want to go inside the store premises.

“Our stores are an important competitive advantage. They are a meeting place where we can in a more personal way get to meet with our customers and understand their needs. Moreover, the stores operate as logistic hubs for our online business where we can further increase the level of convenience by decreasing the delivery time to 30 minutes. When a customer comes here to collect their package, they can also receive guidance from our competent co-workers, make product returns or maybe rent tools for their next DIY-project, says Peder Apelgren, Chief Digital Officer at Clas Ohlson

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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 4,500 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/en to read about us and our passion for simplifying life in all kinds of homes.