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Clas Ohlson launches brand new wallpaper range!

Within the next couple of days, Clas Ohlson will start offering a brand new wallpaper range on the Swedish, Norwegian and Finnish markets. The wallpapers will be available in both stores and online. The range consists of 36 different patterns and colours of high quality. The prices start at 159 SEK per roll.

“Since previously, we have a popular assortment of paint and accessories suitable for those doing home improvement projects. We are now taking the next step in the development of our range with the launch of wallpaper, where I believe the combination of price, quality, design and availability will become a success factor,” says Eva Berg, Head of Assortment at Clas Ohlson.

The installation is simple as all wallpapers in the new range are hung directly onto a pasted wall. Moreover, the strip is possible to remove as long as it is wet, which means that one can take it down and try again if it is not straight. Once installed, it is easy to wipe off and keep clean. But not least, Eva Berg believes that customers will appreciate the possibility to get started with their wallpapering projects right away.

“Initially, we will have an assortment of six different patterns available in stores, and an additional 30 patterns stocked at our distribution centre with a delivery time of a couple of days. Few can match that,” Eva Berg continues.

The Clas Ohlson wallpaper is of so-called non-woven quality, which reduces the risk of ripping during installation compared to thinner qualities of wallpaper. In addition, the fiber coated backside limits the risk of shrinking or expanding when wet.

The wallpapers will be sold at four different price levels. The six patterns which are stocked in stores cost 159 SEK per roll. The wallpapers in the three other price levels will cost from 239 SEK to 499 SEK per roll.

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 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.