

Screen-free time with Make & Play at Clas Ohlson!

Clas Ohlson is now launching a whole new concept aimed at providing fun and creative activities for children. Make & Play, as the concept is called, will be accessible at activity sites in selected stores as well as through a special section on our website with lots of ideas and inspiration for parents who want to offer screen-free activities to their children.

Examples of activities within the Make & Play concept are do-it-yourself solutions for miniature football, the best trick for the water fight and tips on how to create a modern artwork on your own. Here you will also find tips on things that are ready to use straight away, with no assembly needed.

“We wanted to find a way to contribute to a more active free time, and we wanted to do it in our own way with a natural link to our business. With Make & Play, we not only offer a new inspiring experience in the store, we can also help to simplify and improve the free time in all kinds of homes with concrete suggestions for what you can do together that does not involve a smartphone or other types of devices,” says Eva Berg, Assortment Development Manager at Clas Ohlson.

Make & Play is now introduced in all Clas Ohlson's markets, starting in Sweden and Norway, with primary focus on the digital activity hub. Activity sites will initially be found in the stores in Insjön, Malmö Emporia, Stockholm Nacka and Stockholm Täby (Sweden), as well as Helsinki Kaivotalo, Vantaa Jumbo and Espoo Iso Omena (Finland).

In the autumn, we will take the next step in the development of the concept, with the help of a children's panel to bring in children's views and opinions about what activities and products they want from Clas Ohlson Make & Play.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. This year, we are celebrating 100 years as a business with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 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. Read more about our history on clasohlson100.com/en or visit about.clasohlson.com for current events and information.