

Clas Ohlson arranges Batterijakten for the fifth year running

For the fifth year in a row, Clas Ohlson is organising Batterijakten (The battery hunt) in Sweden together with VARTA. Batterijakten is a recycling contest open to all fourth grade pupils in Sweden, which so far has contributed to the collection of hundreds of tonnes of batteries for recycling.

This year's contest is in full swing, where focus at the moment is on the first part of the contest, which is education, and during the entire month of March, classes that have entered the contest can bring their collected batteries to any Clas Ohlson store. Here the batteries are weighed and registered in the name of the class before they are stored in special recycling containers and then shipped off to be recycled.

For 2019, the goal is to make the contest, which has a focus on the environment and sustainability, even better, easier and more fun for all participants. Besides the honour and new knowledge about recycling, the winning class gets 20,000 SEK and also the opportunity to meet with the immensely popular Swedish comedy trio IJustWantToBeCool.

“To run a business which makes it possible for our customers to have a more sustainable lifestyle is a priority for Clas Ohlson and being involved in organising Batterijakten is a fun and important step in this direction. At the same time as pupils receive information and are educated about recycling, from which our whole society will benefit for many years, we are also involved in a joint effort to recycle more batteries here and now,” says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

Batterijakten is organised by VARTA and Clas Ohlson in collaboration with Håll Sverige Rent (The Keep Sweden Tidy Foundation) and El-Kretsen. This year's contest runs from February 1st to March 31st.

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***Batterijakten** is open to all fourth grade pupils in Sweden and is organised by VARTA and Clas Ohlson in collaboration with Håll Sverige Rent (The Keep Sweden Tidy Foundation) and El-Kretsen. Over the last four years, fourth-graders around Sweden have collected hundreds of tonnes of batteries to be recycled each year. In 2019, our aim is to make the contest, which has a focus on the environment and sustainability, even better, easier and more fun for all participants. Batterijakten 2019 is divided into three sub contests: education, creativity and collection. The winning class in the battery recycling contest will receive SEK 20,000 towards the class kitty and meet IJustWantToBeCool comedy group.*



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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 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.