

## **Clas Ohlson industry winner in Sustainable Brand Index 2025**

**Swedish consumers perceive Clas Ohlson as the most sustainable brand in the Hobby & Leisure category 2025. Clas Ohlson has thus been named industry winner in Sweden for the fourth time since 2020.**

Sustainable Brand Index is Europe's largest independent brand study on sustainability. The study measures how consumers perceive the sustainability of established brands in various industries.

"For us, sustainability is very much about offering products that the customer really needs, that are made of good materials under fair working conditions, that are safe to use and that last over time. And if they should break, we offer the spare parts. We are very proud that customers see and appreciate this," says Helena Holmström, Director of Marketing, HR and Sustainability at Clas Ohlson.

Clas Ohlson was founded in 1918 and has a long tradition of helping customers to care for, and to extend the life of their items.

"We offer solutions for repairing, maintaining and upgrading existing products, so you don't have to replace things with new ones. We also know that quality and sustainability go hand in hand. By listening to our customers' and employees' feedback, we ensure that our products are of a high standard and live up to customer expectations," says Helena.

Clas Ohlson was named industry winner in the Swedish edition of Sustainable Brand Index also in 2020, 2021 and 2022. This year's Swedish edition includes 436 brands. The Hobby & Leisure category includes 15 brands. The number of respondents was 25,000.

"After a two-year break, we are happy to regain first place in our category!" says Helena Holmström, Director of Marketing, HR and Sustainability.

More information about Sustainable Brand Index can be found here: <https://www.sb-insight.com/>

### **For more information, please contact:**

Niklas Carlsson, Group Head of Communications, +46 247-444 29,  
[niklas.carlsson@clasohlson.se](mailto:niklas.carlsson@clasohlson.se)



Press release 13 March 2025

*Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in three markets, approximately 5,000 co-workers and annual sales of approximately 10 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 people fix their homes with practical and sustainable solutions at attractive prices. Visit [about.clasohlson.com/en](https://about.clasohlson.com/en) to read more about us and how we make home fixing available, sustainable and enjoyable for everyone.*