

Clas Ohlson steps up – over 1,000 new products this autumn

Clas Ohlson is intensifying its efforts to launch new products. In the coming weeks, over 1,000 new products will hit the store shelves.

"Launching new products is something we have increasingly focused on over the past year. We see that our product news are an important factor behind our growth. They drive sales and also ensure that customers always have something new to discover," says Anders Molander, Director of Product Management & Sourcing.

Among the new products are items for storage, office supplies and tools. Lighting is also a category in which many new products are being launched, including a new range of retro-inspired table lamps and new decorative light bulbs.

"Lighting is one of the categories in which we have chosen to launch many new products throughout the year. The new products allow us, among other things, to keep up with trends quickly, and we have had several fantastic launches that have rapidly become very popular with our customers," says Anders Molander.

Most of the new products will be available both in stores and online. The new products will be gradually introduced into the range during August and September.

[Images of the new products are available in Clas Ohlson's image bank.](#)

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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 three markets, approximately 5,000 co-workers and annual sales of approximately 12 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 to read more about us and how we make home fixing available, sustainable and enjoyable for everyone.