

A little less ordinary everyday with Clas Ohlson Limited Edition – the first products launched on 2 June

At Clas Ohlson, we want to improve our customers' everyday life by offering smart, simple, practical solutions at attractive prices. We have done so for exactly 100 years and as a tribute to our founder, we are now launching Clas Ohlson Limited Edition – a carefully selected range of everyday products with an exclusive twist, manufactured in a limited edition.

The Limited Edition products are designed by Clas Ohlson's design team in Sweden and have been selected to represent best sellers and customer favourites throughout the years, or as a nod towards our founder Clas Ohlson's own personal interests.

“The basic idea behind Limited Edition was that we wanted to find a way to pay tribute to our founder Clas Ohlson in connection to the 100 year anniversary. We wanted to surprise our customers, but in our own way with everyday products at attractive prices. Everything from design and materials to packaging should add to the feeling of a little less ordinary everyday,” says Eva Berg, Assortment Development Manager at Clas Ohlson.

The first Limited Edition products will be available in stores and online as from 2 June 2018. Products in this first release include, among others, a folding bike, a golden fan, a solar cell lamp basket, a little less ordinary suitcase and an exclusively packaged hand tools set. All products are manufactured in a limited edition.

Listen to Eva Berg talking about the work with Limited Edition [here](#).

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, more than 4,800 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.