

H.M. Queen Silvia visited the new Clas Ohlson store in Hamburg

After an opening day where the lines outside the store on Jungfernstieg were winding down the street, the festivities continued today when H.M. Queen Silvia visited the store and met the staff.

The visit was highly appreciated and a well noticed end to four days of press events, various opening events and the grand opening on the Thursday.

“It is of course a great honour that H.M. Queen Silvia chooses to visit our store here in Hamburg. She was very interested in Clas Ohlson as a company, and asked several questions regarding our product range”, says Klas Balkow, President and CEO of Clas Ohlson.

The Queen was received by Klas Balkow and Peter Jelkeby, Vice President of Clas Ohlson. During the visit the Queen was shown around the 1 800 square meter large store, and took the time to meet both staff and customers in the store. During a shorter ceremony the Queen signed a traditional Dalahorse which will now receive a special place in the store as a memory of this special day.

“Considering the Queen’s popularity in Germany we are excited to have a memory of this visit which we can share with our future visitors and customers in the store”, says Klas Balkow.

For more information, please contact:

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***Clas Ohlson** was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com*