

Svenska Designpriset to Clas Ohlson and Daresay!

The price ceremony of Svenska Designpriset (the Swedish Design Prize) took place yesterday evening in Stockholm. Clas Ohlson was nominated in three categories and won gold in the category “Digital – Smartphone” for the app Clas Ohlson Home.

Clas Ohlson Home, which earlier this year was recognised with the Red Dot Award, allows users to control Smart Plug connected electrical devices from their mobile phone or tablet. The app has been developed in collaboration with the digital agency Daresay.

“We wanted to create a solution for everyone who wants to take the first step towards a smarter home, without extensive technological skills. The user has been our focus throughout the entire process and that, I believe, has been our most important success factor. The simple and intuitive solution is often also the smartest one,” says Peter Olsson, project leader at Clas Ohlson.

“We already knew that our customers like the Smart Plug and the Clas Ohlson Home app but it is of course very satisfying to be recognised like this as well. It gives us extra energy in our efforts to develop new, smart solutions that simplify life at home,” says Johan Nordström, Business Leader, Connect and Safety, at Clas Ohlson.

Svenska Designpriset works to promote and develop Swedish graphic design and communications. The criteria for the competition are communication, impact, craftsmanship and feel.

Besides the award for the app, Clas Ohlson was nominated in the categories “Editorial, Book - Print” for the book *Älskade Prylar* together with Centrum för Näringslivshistoria and “Graphic identity – logotype” for Festival 100 together with Occasion.

For more information, please contact:

Niklas Carlsson, Group Head of Communications, +46 247 444 29,
niklas.carlsson@clasohlson.se

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, 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. Read more about our history on clasohlson100.com/en or visit about.clasohlson.com/en for current events and information.