

The “Clas Truck” was heard throughout Stockholm - confused with the ice cream truck

The Stockholmers were surprised this weekend by a vehicle with a new jingle. For most, however, it soon became clear that it was the “Clas Truck” from Clas Ohlson and nothing else. Instead of selling ice cream, as many first thought, the cars drove around to inform about Clas Ohlson's craftsman service, Clas Fixare, which is now available throughout the whole Stockholm area.

Stockholm, October 1, 2019 - With inspiration from a popular tradition, Clas Ohlson surprised the Stockholmers this weekend with their own jingle. The cars could be heard in Täby, Danderyd, Solna, Bromma, Kungsholmen, Södermalm, Sickla and Nacka, among others. The purpose of the “Clas Truck”-tour was to inform about the service Clas Fixare, which Clas Ohlson launched in stealth mode on the Swedish market at the beginning of the year. Since then, the service has been developed and new areas have been added. Clas Fixare, which is part of Clas Ohlson's new service offering, helps the consumer solve everyday problems in the home. The Clas Ohlson fixers, which are certified for both electrical and plumbing installations, can help with everything from replacing leaking taps to installing new electrical outlets and hang up paintings. The service is now available throughout the Stockholm area.

“Clas Fixare is a service that is growing and that we are incredibly proud of. We have just expanded the service to the whole of Stockholm. That's why we think the “Clas Truck” is a fun and relevant way to inform our customers that Clas Ohlson can offer professional fixing assistance on site, at the customer's home. Hopefully, our jingle will spread awareness that we are in the area, just like the ice cream truck does today”, says Sofie Struwe, Sales and Marketing Manager at Clas Ohlson Sweden.

Mistook the tune for something else

During the weekend, several people mistook the “Clas Truck” for the ice cream truck. Instead of ice cream, Clas Ohlson's fixers can offer information on how the service works as well as a small assortment of popular Clas Ohlson products. The jingle was played to alert the residents that a service offering was approaching.

“We were working in the garden when we heard the slightly unusual melody. First we thought it was the ice cream truck, but instead of ice-cream we could book an appointment to assemble our bookshelf”, says a Nacka resident who came to talk to Clas Fixare.

Clas Fixare is now established in Botkyrka, Danderyd, Ekerö, Haninge, Huddinge, Järfälla, Lidingö, Nacka, Sollentuna, Solna, Stockholm city, Sundbyberg, Tyresö, Täby, Upplands Väsby, Vallentuna and Värmdö.

Listen to the “Clas Truck’s” jingle [here](#).

For more information and high resolution images, please contact:

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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 five markets, approximately 5,000 co-workers and annual sales of approximately 8.8 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. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.