

New partnership – Clas Ohlson becomes the first retail chain to sell Husqvarna products

As the only Swedish retail chain, Clas Ohlson now offers products from Husqvarna's garden range. Starting in mid-March, the popular 18-volt Aspire series will be available in selected stores and online.

Through this partnership, Husqvarna and Clas Ohlson will make products from the Aspire series available in Sweden and Norway throughout 2025. The aim is to reach more homeowners with smaller gardens.

"We are very pleased to be the only retail chain in Sweden offering Husqvarna's garden products. Thanks to this collaboration, our customers will now have access to a premium range of garden tools," says Erik Arons Jidell, Category Manager at Clas Ohlson.

Husqvarna's Aspire series consists of garden tools specifically designed for smaller gardens. The products are powered by the 18V Power For All Alliance battery system, meaning that batteries and chargers can be used with a variety of products from other leading brands. The products also feature a dedicated storage system, making them easier to store, even in small spaces. The series includes a robotic lawnmower, a grass trimmer, and a pruning saw.

"With its compact design, flexible battery solution, and smart storage, the Aspire series is perfectly suited for homeowners with smaller gardens – a customer group we hope to reach together with Clas Ohlson. We look forward to seeing our products make gardening easier for even more homeowners," says Peter Grobecker, Regional Manager for the Nordics and Baltics at Husqvarna.

The products are now available online and can be delivered with free shipping to all Clas Ohlson stores in Sweden and Norway. From week 12, the products will also be available in selected larger Clas Ohlson stores in both countries.

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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 10 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.*

***Husqvarna** is a brand within Husqvarna Group and a market leader in innovative, high-quality products and services for parks, forests, and gardens. Since its founding in 1689, Husqvarna has placed strong emphasis on research and development, pioneering in areas such as robotic lawnmowers and chainsaws. Today, the product portfolio includes next-generation robotic lawnmowers, ride-on mowers, chainsaws, and trimmers for both professional and private customers. Sustainable value creation, innovation, and digitalisation remain key priorities for the company's future strategy. Husqvarna's products are sold in over 100 countries.*

Husqvarna Group, which also includes Gardena and Husqvarna Construction, employs 13,300 people worldwide. In 2024, net sales amounted to SEK 48.4 billion.