

Clas Ohlson lights up the dark!

Clas Ohlson's lighting assortment has grown in recent years and as the autumn darkness falls, the company presents several exciting new products as well as classics that return season after season.

"Our range of outdoor lighting has become an increasingly important part of our customer offering. Energy efficient LED is very much in focus, as well as classic armatures such as our facade lighting Vidar and the outdoor light Alfred," says Eva Berg, Head of Assortment at Clas Ohlson.

This time a year the demand for different types of Christmas lighting is peaking, and there are several exciting new products in the assortment.

"The LED string lights have been updated this year with improved quality and electronic transformers saves a lot of energy. We have also broadened the assortment with new lengths. For instance, we now have a new 38 meter long LED string light which has become very popular," says Eva Berg.

With the Christmas season coming up, we also enjoy decorating indoors with different kinds of lighting, and Clas Ohlson presents several news also within this segment. For instance candlesticks with replaceable light bulbs, which lets you create a personal look for your candle stick.

"This, I believe, will become a strong trend this year. If you combine our new candle sticks with, for example, our retro style LED filament bulbs, you get a very nice and personal look," says Eva Berg.

See more examples of new lighting products at www.clasohlson.com.

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.