

## Clas Ohlson in Hamburg finalist for Store of the Year award

**At a prize ceremony at the Retail Property Congress 2017 in Berlin, Clas Ohlson was recognised as one of the three finalists for the prestigious “Store of the Year” award in the category “Living” for its flagship store at Jungfernstieg in Hamburg.**

With the opening of three stores in Hamburg, as well as online sales, in 2016, Clas Ohlson’s store concept has become increasingly popular. The first store to open was the flagship store at Jungfernstieg in May 2016, and this store has now been elected by a jury of trade experts of the German Retail Association (Handelsverband Deutschland) one of the best new stores in Germany in its segment.

“This recognition confirms the positive feedback we get from customers in the Hamburg region and shows that our concept of offering practical solutions at great value has been very well received. It is also a sign of the great work our German team has done over the past year to successfully establish us in a new and highly competitive market,” says Sampo Päälylyaho, Country Manager at Clas Ohlson Finland and Germany.

The German Retail Association each year acknowledges new stores in Germany in the categories “Food”, “Fashion”, “Living” and “Out of Line”. The winner during yesterday’s ceremony in Berlin in the category “Living” were Manufactum ([www.manufactum.de](http://www.manufactum.de)). The Clas Ohlson store that was recognised as one of the three finalists is beautifully located at the famous Jungfernstieg in the traditional Hanseatic building Streit’s house. Important aspects the jury considered when choosing the finalists were degree of innovation, customer value, value adding potential and value of experience. Other contributing factors were the space and design of the store as well as the competence of the Clas Ohlson employees.

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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](http://www.clasohlson.com)*