

## Clas Ohlson launches extended child safety assortment

**The demand for safety- and security products is increasing among Clas Ohlson's customers and now the company takes a new step within this product category by launching new smart products for child safety.**

To a child, the entire home is an exciting world waiting to be explored, but even the most common things could become a risk for the youngest. This is why Clas Ohlson introduces several new products that help reduce the risk of, for instance, [crushing injuries](#) and injuries from falling. There are also clever [stops and locks](#) to lock away items that children otherwise could put in their mouths and a [cooker guard](#) to prevent burning incidents.

"Given the increase in sales that we have seen for safety- and security products over the last couple of years, it feels natural to offer our customers an extended assortment of products focusing on children's safety. Besides the new products, we are also displaying the assortment to our customers in a clearer manner, for instance through a more coherent look in terms of packaging and by presenting the products at the same place in our stores," says Eva Berg, Head of Assortment at Clas Ohlson.

In addition to different solutions for making the home a safer place, there are several products in Clas Ohlson's assortment which contribute to increased child safety also outside the home, such as safety vests, ear defenders and life jackets.

The new products for child safety are available in stores and online in all Clas Ohlson's markets. Please visit <http://www.clasohlson.com/uk/b/Leisure/Children-and-games/Child-safety-&-Baby-monitors> to see the entire assortment.

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