



*Press release 30 March 2015*

## **Clas Ohlson's own brands are taking new strides**

**Clas Ohlson is investing in the development of their own brand labels and is striving to achieve a level of affordability and quality exceeding expectations. Now a new series of smart and affordable Coline products with a unique design has been launched.**

Clas Ohlson is launching a new product series from their own brand Coline which is designed to be right up at the top of the new generation of kitchen appliances. They are designed to stand out, be of good quality and are made exclusively for Clas Ohlson. The product series comprise toaster, blender, hand blender and kettle in different colours and are sold in all markets and all sales channels.

“We are very proud to present our new series of Coline products from our Home product category. We have listened to what customers have asked for and can now offer high quality and trendy kitchen appliances at very affordable prices”, says Eva Berg, Category Manager, Clas Ohlson.

Clas Ohlson's own brands currently complement their product range in all five of their product categories: Hardware, Electrical, Home, Multimedia and Leisure. Consequently, Clas Ohlson can offer customers a broader selection and the possibility of choosing the price level and features best suited to their needs. Own brand labels currently account for over 25 per cent of sales.

For more information on Clas Ohlson's new Coline series:

Toaster: <http://www.clasohlson.com/uk/Coline-2-Slice-Toaster/18-4621-1>

Blender: <http://www.clasohlson.com/uk/Coline-Blender/18-4625-1>

For more information, please contact:

Sara Kraft Westrell, Director of Information and Investor Relations, phone +46 247 649 13

***Clas Ohlson** was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of above 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at [www.clasohlson.com](http://www.clasohlson.com).*