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Clas Ohlson launches new sustainability concept

Clas Ohlson is now launching the new concept 'From here to sustainability' which will set focus on creating a clear dialogue with the company's customers about sustainability. Using green speech bubbles both in stores and on the webpage, Clas Ohlson will highlight products classified as products for a more sustainable lifestyle. This is a way to distinguish products which have a significantly enhanced environmental performance apart from comparable products and help customers make more sustainable choices. Clas Ohlson's goal is that the share of products for a more sustainable lifestyle represent at least 12 per cent of sales by 2020, an increase from today's 6 per cent.

These products pertain to an additional level over and above Clas Ohlson's requirements for quality, product safety as well as labour and environmental standards.

"Our sustainability work is continuous and encompasses everything from finding more efficient transportation solutions to offering products with a lesser environmental impact. The 'From here to sustainability' concept is our way of showing our customers how we are determined in participating in this journey together. We want to show how one can make a difference by making more sustainable choices in the everyday life," said Åsa Portnoff Sundström, head of sustainability at Clas Ohlson.

Some of the products included are eco-labelled tea lights, cleaning products, indoor paint, batteries and LED lighting from NorthLight.

Also Clas Ohlson's comprehensive spare parts range is included in the 'From here to sustainability' concept. Clas Ohlson's customers appreciate the possibility to buy spare parts and sales has risen by 50 per cent annually in the past two years. The spare parts range now includes more than 10,000 items, all of which are available on www.clasohlson.com.

Read more about Clas Ohlson's sustainability work at sustainability.clasohlson.co.uk.

For more information please contact:

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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 small 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 over 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.