

## **Clas Ohlson launches a new delivery option: starts collaboration with Instabox**

**Clas Ohlson teams up with Instabox to offer customers a new alternative for convenient, flexible and climate friendly deliveries. The service is available in most parts of Sweden.**

Clas Ohlson is now launching Instabox – a new alternative for quick, easy and climate friendly deliveries for online purchases. The orders are distributed six days per week to smart safes spread throughout the country where customers simply pick a safe which suits them best and collect their orders with a PIN-code which they get in a text message. The transport to safes is environmentally friendly, being for the most part fossil-free and run with renewable fuel.

“Customers have a lifestyle more and more characterized by being “on the go” and they expect a seamless shopping experience with quick deliveries and a wide choice of delivery options. What, when and how customers want their orders can differ depending on the situation and which products they buy. We therefore want to provide them with flexibility and the possibility to choose the pickup location themselves. Instabox is a smart way to collect orders, skip queues and is at the same time a part of our work in decreasing our carbon footprint,” says Peder Apelgren, Chief Digital Officer at Clas Ohlson.

Clas Ohlson has launched several new ways for customers to buy, rent and receive their orders during the past years. Earlier this year, Clas Ohlson was awarded *Retail Chain of the Year* and *Omni-Channel Experience of the Year* at Swedish Retail Awards. Clas Ohlson also launched new ambitious sustainability goals amongst which the company aims to become climate neutral over the entire value chain by 2045, from production and transport throughout the entire product life cycle.

### **For more information please contact:**

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**Clas Ohlson** was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 4,500 co-workers and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit [about.clasohlson.com](https://about.clasohlson.com) to read about us and our passion for simplifying life in all kinds of homes.