

Clas Ohlson Lab Store – a new arena for solving problems at home

Clas Ohlson opened a new Lab Store in Stockholm yesterday evening. Lab Store is a new concept store that is built like a home, offering customers a new Clas Ohlson experience.

The Clas Ohlson Lab Store on Sveavägen 52 in Stockholm opened last night with specially invited customers and co-workers. The store has a unique product range and it will also offer new products and services, to be tested together with customers, before they are brought into the ordinary range. There is also a service centre in the store where customers can book help for home projects through Clas Fix It, develop photos, have their knives sharpened or get advice on home improvements.

“With Lab Store we will have a new arena for solving problems at home. It will be an experimental workshop where we develop our business together with customers and collaboration partners. We also see good opportunities to try out new digital solutions here. By integrating our Stockholm office with the Lab Store we also get closer to our customers in more parts of the organisation,” says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

With its own auditorium, Lab Store will also be a place where customers will be able to attend seminars and other exciting events about different types of home solutions.

For further information about Clas Ohlson’s store network and future store openings, please see our detailed list on about.clasohlson.com.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. This year, we are celebrating 100 years as a business with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 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. Read more about our history on clasohlson100.com/en or visit about.clasohlson.com for current events and information.