

Today Clas Ohlson opens a second store in Hamburg

Earlier today, Clas Ohlson opened the doors to its new store in the popular district of Altona in Hamburg. The store is Clas Ohlson's second store in the German market.

When the doors to the new Clas Ohlson store in Hamburg's Altona opened this morning, the interest was huge and the spirits high.

– We are very pleased with the fantastic response we got today when opening our store here in Altona. With a great atmosphere, really good customer offers and a committed and motivated team, we have had a good start, says Peter Jelkeby, Vice President of Clas Ohlson.

Clas Ohlson's store in Altona in Hamburg has sales space of approximately 1,100 square meters and a catchment area of approximately 250,000 inhabitants. Clas Ohlson already has one store in the city centre of Hamburg and will open another store in December in the district Alstertal, and e-commerce in the German market in October.

– We now have two stores in Hamburg and will shortly be launching also e-commerce, followed by a third store in Hamburg in time for the Christmas shopping season kicks off. With this we have now created a really good platform to continue to build our brand in the German market, says Peter Jelkeby.

With the Altona store, Clas Ohlson can offer customers an omni-channel experience with e-commerce and more than 200 stores in six markets. In financial year 2016/17, Clas Ohlson plans to establish 10-15 new stores.

For more information on Clas Ohlson's store network and future store openings, see the detailed list at about.clasohlson.com.

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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