

Tokmanni celebrates its completely refurbished store in the centre of Kemi – Opening will be celebrated with surprise buckets and generous offers



Tokmanni will refurbish several stores across Finland this year as well. In May, a refurbished Tokmanni store will be celebrated in the centre of Kemi.

Tokmanni, a variety discount retail chain, is celebrating its fully refurbished store in the centre of Kemi on Thursday 8 May 2025 from 8 am. At the opening ceremonies, there will be plenty of opening offers and famous Tokmanni buckets filled with product gifts. As a result of the refurbishment, shopping at Tokmanni in Kemi city centre will be significantly more pleasant than before.

During the refurbishment work that lasted about two months, the store in Kemi city centre has been modernised in line with Tokmanni's newest store concept, which emphasises convenient and pleasant shopping. Customer experience has been enhanced, particularly by improving the shelf layout and displays of products and product categories, and by adding customer signage.

The product assortment in the Tokmanni store in the Kemi city centre have already been diverse. Tokmanni sells a wide range of products related to, for example, interior decoration, clothing, detergents and cleaning, home improvement, various seasons and beauty, health and wellbeing. The store in Kemi city centre feature, for example, a shop-in-shop department with footwear from Click Shoes, a shoe store chain of Tokmanni Group, and a separate garden department for various seasonal products.

Recently, a shop-in-shop department was opened in the store for Miny lifestyle brand as well. Miny, which is part of Tokmanni Group, offers a diverse range of beauty, wellbeing and interior decoration products and other

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surprising and interesting things to buy. Similar shop-in-shop departments can already be found in [almost 50 Tokmanni stores across Finland](#).

According to **Maija Heimala**, Vice President, Sales at Tokmanni, the approximately 3,450 square metre store and the approximately 650 square metre garden department enable both a pleasant shopping experience and a wide product assortment.

“As a result of the refurbishments made in our Kemi city centre store, we meet the expectations of both our customers and employees significantly better than before. By modernising our store, we can better showcase our comprehensive product offering, which makes the shopping experience of our customers smoother and the working days of our store employees efficient,” she says.

In Kemi city centre, customer service at Tokmanni store is provided by a team of almost 15 retail professionals led by Store Manager **Anu Vanhatalo**. The store is open from 8 am to 8 pm on weekdays, from 8 am to 7 pm on Saturdays, and from 11 am to 6 pm on Sundays. The store, which is located at the address Asemakatu 4, 94100 Kemi, has been open throughout the refurbishment work.

After the refurbishment made in the city centre store, Tokmanni has modernised both of its stores in Kemi. [The other Tokmanni in Kemi](#) is located in Tervaharju district. The Tervaharju store was extensively refurbished in 2022. The store in Tervaharju is one of Tokmanni's 20 stores that also serve its customers as a diverse food store. This means that as a result of Tokmanni's recent licence agreement with [SPAR International](#), the food department in Tervaharju will also become a comprehensive SPAR food department in the future. The schedule for the SPAR food department will be specified later.



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The Tokmanni store in the centre of Kemi has a diverse selection of products related to, for example, interior decoration, clothing, detergents and cleaning, home improvement, various seasons and beauty, health and wellbeing. This spring, a shop-in-shop department of the Miny lifestyle brand, which is part of Tokmanni Group, was also opened in the store.

Convenient services and smart energy choices

In addition to comprehensive and affordable product ranges and a pleasant shopping experience, Tokmanni pays considerable attention to services that make customers' everyday life easier and smart energy choices.

In all Tokmanni stores, customers can also make purchases through the [Tokmanni Tukku B2B sales function](#) and the [Tokmanni Klubi customer loyalty program](#). Customers can also pick up orders made through the [Tokmanni online store](#) and withdraw cash when paying at the checkout.

The variety discount retailer purchases fossil-free electricity for its Tokmanni stores and uses energy-efficient LED lightning. Nowadays, the Tokmanni store in the centre of Kemi also has a recycling point where customers can bring their used batteries and broken small electronic appliances, such as coffee machines, shavers, electric toothbrushes and light bulbs.

Opening offers and surprise buckets with product gifts

Tokmanni celebrates its refurbished store with [generous opening offers](#). In Kemi city centre, the opening offers will be valid from Thursday 8 May to Sunday 11 May 2025.

In addition, 500 of the Tokmanni's famous surprise buckets filled with product gifts will be handed out for free to the first customers in Kemi city centre on the day of the opening on Thursday 8 May. Two of the surprise buckets will also contain a EUR 50 gift card.

At the store's celebrations in Kemi on Thursday morning, Tokmanni will be represented by **Toni Kauttio**, Regional Manager, in addition to the store personnel.

Tokmanni Group's network of stores continues to grow and renew

[Tokmanni Group Corporation](#) is one of the leading variety discount retailers in the Nordics. At the end of 2024, the Group had altogether 380 stores in Finland, Sweden and Denmark. In Finland, Tokmanni Group serves its customers with [Tokmanni](#), [Click Shoes and Shoes House stores](#) as well as through the [Tokmanni](#) and [Click Shoes online stores](#). In Sweden, the Group has [Dollarstore stores](#), and in Denmark, [Big Dollar stores](#).

The Group continues to develop its store network this year as well. In Finland, [Tokmanni variety discount retail chain](#) will refurbish several stores this year as well as relocate to new stores premises in Nilsjä. In Sweden, [Dollarstore variety discount retail chain](#) will not only open several new stores but also relocate from some of its existing store premises to new ones. In addition, [Big Dollar variety discount retail chain](#), which is operated by Dollarstore, will open several new stores around Denmark.

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Tokmanni Group Corporation is one of the leading variety discount retailers in the Nordics. More than 6,000 employees in Finland, Sweden and Denmark make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of nordic and international brand-name products and other high-quality products at prices that are always affordable. With more than 370 Tokmanni, Dollarstore, Big Dollar, Click Shoes and Shoe House stores and online stores, the Group is always close to its customers. In addition, the Tokmanni Group has had exclusive rights to sell SPAR products and operate the SPAR brand in Finland since 2025. In 2024, the Group's revenue was EUR 1,675 million and comparable EBIT amounted to EUR 100 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.