



Lidköping 2011-03-07

Press invitation: Byggmax opens in Lidköping

On the 11th of March, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Lidköping. The chairman of the district council, Martina Bengtsson gives a short speech and will also saw a board to mark the official opening of the store.

Place: Skaragatan 110
Time: March 11th, 10 am, local time

Program

- Chairman of the district council Martina Bengtsson holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Tony Johansson, speech on opening in Lidköping and plans for the future
- The store operations manager Martin Sköld participates.

Free coffee, cinnamon buns, hot dogs and lemonade will be served to all customers during the opening day.

RSVP to Tony Johansson either by phone +4676-1190106 or by e-mail: tony.johansson@byggmax.se

Background to Byggmax's establishment in Lidköping:

Byggmax employs five people when opening in Lidköping, in addition two or three people gets employed over the summer. Since the launch 1993 Byggmax has established a total of 74 stores in Sweden, Norway and Finland. On March 11th they will open their latest store, the 54th in Sweden.

Tony Johansson, Regional manager Byggmax; "For a long time we have wanted to establish a location in Lidköping, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass. Our stores in Göteborg, Skövde and Trollhättan are doing well, so it feels great to be able to open in Lidköping."

Skaragatan in Lidköping is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space. Byggmax's concept is based on offering customers quality products at a low prices, where customers can do a part of the job themselves to keep the costs down. Byggmax in Lidköping will be the eight store in the region. Byggmax's experience is that people in Västra Götaland are competent DIY-customers and professionals who want quality at a low cost

Good quality at a low price

Byggmax sell construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept is to offer good quality products at low prices.

Ever since 1998 Byggmax has had the lowest price in "Dagens Nyheter" construction-material-price-comparisons. Byggmax is also the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel 59% of men and 41% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 9% and 11%.

Other Byggmax stores in Västra Götaland:

Borås, Hisingsbacka, Källered, Partille, Skövde, Trollhättan, Uddevalla

For more information, please contact:

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Since its launch in 1993 Byggmax has established 53 stores in Sweden, from Vellinge in the south to Luleå in the north. Sales amounted to about SEK 2.4 billion in 2009, and the company continues to expand profitably. Byggmax also has 13 stores in Norway and 3 in Finland. Byggmax's business concept has consistently been based on the idea to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. Byggmax has a drive-in system in all its stores, so that customers can load their cars on the spot. This makes it easy and efficient for customers to shop, especially for heavier construction materials. For more information, visit www.byggmax.se.