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## Byggmax opened in Norrtälje today

**The low-price retailer Byggmax opened a store in Norrtälje today. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 59 stores throughout the country. The newly built store in Norrtälje will be situated at Storstensvägen 3.**

*- For a long time we have wanted to establish a location in Norrtälje, and now we have opened in a good location for Byggmax, the new store has a central location, where a lot of people pass. Our store in Åkersberga is doing well, so it feels great to open in Norrtälje.* Says Johan Sperling, regional manager at Byggmax.

Storstensvägen in Norrtälje 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 Norrtälje will be the seventh store in Uppland. Byggmax's experience is that people in Uppland 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.

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

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The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 59 stores in Sweden, 17 in Norway and 7 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit

<http://www.byggmax.com/www.byggmax.com>