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Byggmax has opened in Lillehammer

Byggmax has opened a new store on Hovemovegen 33 in Lillehammer today. Byggmax has now opened 17 stores in Norway since its first store was established in the country in 2007.

- For a long time we have wanted to establish a store in Lillehammer, and now we open in a good location for Byggmax, not in the absolute centre, but where a lot of people pass by. Our stores in Hamar and Gjøvik are doing well, so it feels great to be able to open in Lillehammer, says Espen Nicolaisen, regional manager in Norway.

Hovemovegen is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a retail space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space.

Good quality at a low prices

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, the customer does part of the work which enables the company to reduce its costs.

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About Byggmax

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 www.byggmax.com