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Byggmax opens in Askim today

Today, Friday March 30th, at 10 AM, Byggmax will open its new store on Torget 12 in Askim. The store will employ four people, and two seasonal employees. This will be Byggmax' 21st store in Norway since the first store was established in the country in 2007. The Deputy Mayor of Askim, Ingolf Paller, will be present at the opening.

- The store in Askim is the fourth store in the county of Østfold. But while the other stores are located in the coastal municipalities, this is the first store in the inland of this county, thus an important location for Byggmax. Torget 12 is a good location, with an adequate space to establish Byggmax' concept, says Espen Nicolaisen, regional manager in Norway.

Good quality at low prices

Byggmax sells 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 stores' drive-in-system which enables the customers to drive their car into the store and load material, helps us to keep costs down.

Byggmax proud winner in price tests

Byggmax won several price tests in Norway during 2010 and 2011. In October 2011, "DinSide.no", noted that Byggmax had the lowest price for 40 liters of birchwood. During spring 2010 "TV2 hjelper deg" found that Byggmax was the cheapest alternative when purchasing materials for a 20 sqm patio. The morning paper "Fædrelandsvennen" published a price test in August 2010 which showed that Byggmax performed best when four construction-materials chains were compared.

- We are proud of the results in these tests. Our goal is to always be the cheapest alternative when purchasing construction materials. That is why we offer a lowest-price-guarantee for our whole product range. If you buy something from us and then find it at a lower price somewhere else in the local area, we will refund the difference and give you an extra 10% of the difference, says Magnus Agervald, CEO at Byggmax.

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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, 21 in Norway and 8 in Finland. The company's sales amounted to approximately SEK 3 billion in 2011. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit <http://www.byggmax.com/www.byggmax.com>