



Smedjebacken 2012-04-02

Press invitation: Byggmax opens in Smedjebacken

On the 5th of April, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Smedjebacken. The Municipal Commissioner, Leif Nilsson gives a short speech and will also saw a board in half to mark the official opening of the store.

Place: Bryggarvägen 5
Time: April 5th, 10 am, local time

Program

- The head of the Municipal Commissioner, Leif Nilsson, holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Daniel Svensk, speaks about the opening in Smedjebacken and plans for the future.
- The store operations manager Pawel Lenert participates.

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

RSVP to Daniel Svensk either by phone +4676-11 90 103 or by e-mail: daniel.svensk@byggmax.se

Background to Byggmax's establishment in Smedjebacken

The low-price retailer Byggmax opens a store near Ludvika in the spring of 2012. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 59 stores throughout the country.

- For a long time we have wanted to establish a location in Smedjebacken/Ludvika, and now we have found a good location for Byggmax, Our stores in Falun, Borlänge and Avesta are doing well, so it feels great to be able to open in Smedjebacken. Says Daniel Svensk, regional manager at Byggmax.

Byggmax have found a good location in Smedjebacken, 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 most of the space. Byggmax's concept is based on offering customers quality products at low prices, where customers can do a part of the job themselves to keep the costs down. Byggmax in Smedjebacken will be the fourth store in Dalarna. Byggmax's experience is that the inhabitants of Dalarna are competent DIY-customers and professionals who want quality at a low cost.

Good quality at a low price

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.

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The home improvement discount chain BYGGmax was launched in 1993 and currently has 59 stores in Sweden, from Ystad in the south to Luleå in the north. The company had net sales of approximately MSEK 3,000 in 2011 and is continuing to expand strongly. BYGGmax also has 21 stores in Norway and 8 in Finland, making the total number of stores 88. From the very beginning, BYGGmax's business concept has been to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. BYGGmax has a drive-in system at all its stores, enabling customers to load their products into their vehicles directly. This makes life easy and efficient for customers, particularly when buying heavy construction materials. For further information, go to www.byggmax.com