



Eslöv 2012-06-28

Press invitation: Byggmax opens in Eslöv

On the 29th of June Byggmax holds an opening ceremony to mark the opening of Byggmax store in Eslöv. The head of the municipal department for business development, Gertrud Elisabet Bohlin gives a short speech and will also saw a board in half to mark the official opening of the store.

Place: Bruksgatan 6
Time: June 29th, 10 am, local time

Program

- The head of the municipal department for business development, Gertrud Elisabet Bohlin, holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Johan Andersson, speaks about the opening in Eslöv and their plans for the future.
- The store operations manager Robert Forsberg participates.

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

RSVP to Johan Andersson either by phone +4676-11 90 105 or by e-mail:
johan.andersson@byggmax.se

Background to Byggmax's establishment in Eslöv

The low-price retailer Byggmax opens a store in Eslöv in Q2 2012. The store will employ three people, and approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 61 stores throughout the country. The new store in Eslöv will be situated at Bruksgatan 6.

- For a long time we have wanted to establish a location in Eslöv, and now we have found a good location for Byggmax, where a lot of people pass. Our stores in Löddeköpinge and Staffanstorp are doing well, so it feels great to be able to open in Eslöv. Says Johan Andersson, regional manager at Byggmax.

Bruksgatan in Eslöv 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. 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 Eslöv will be the tenth store in Skåne. Byggmax's experience is that people in Skåne 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 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 61 stores in Sweden, 22 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>