



Press release September 7, 2012

## Daniel Juhlin appointed Marketing and IT Director for Byggmax

**Byggmax appoints Daniel Juhlin as new Marketing and IT Director. Daniel earlier held a leading position at the Candy King Group. Daniel will continue to build Byggmax success within marketing and IT, further optimizing the marketing efforts and enhance in-store communication.**

Byggmax will pursue the same marketing and IT strategy as earlier, keep the marketing in-house and be cost efficient in marketing efforts. Byggmax has received several marketing and IT awards. According to marketing magazine Resumé the Byggmax brand is the leader regarding attention, recognition, emotional connection and price within the DIY trade.

Daniel earlier held a leading position at the Candy King Group and has relevant experience from Friggs, Tom's and McKinsey. He has held positions as CEO, Marketing Director as well as consultant and has an exam from KTH, Royal Institute of Technology.

*"Daniel has unique leadership skills and is a result oriented manager who always reaches high goals for the business. Through Daniel's leadership Byggmax will increase market shares on a competitive market. Once Daniel also was a heavy weight lifter and I am hoping to see that strength in his new position with us", says Magnus Agervald, CEO at Byggmax.*

Byggmax received more than 500 applications, demonstrating that Byggmax is one of the strongest Employer Brands. Daniel Juhlin succeeds Jacob Notlöv in the position as Marketing and IT Director.

Byggmax sells building materials as timber, flooring, plaster, cement, windows, doors and paint, to professionals and DIY customers. The concept is to offer customers high quality products at low prices. Byggmax has been growing strongly thanks to a clear mission, talent and an attractive corporate culture.

### **For further information, please contact:**

Magnus Agervald, CEO ☐ Mobile: +46 (0)761 19 00 20

E-mail: [magnus.agervald@byggmax.se](mailto:magnus.agervald@byggmax.se) ([magnus.agervald@byggmax.se](mailto:magnus.agervald@byggmax.se))

The home improvement discount chain BYGGmax was launched in 1993 and currently has 63 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 22 stores in Norway and 8 in Finland, making the total number of stores 93. 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](http://www.byggmax.com)