



Press release 2012-09-21

Byggmax opened today in Oulu, Finland

The low-price retailer Byggmax opened today a store in Oulu, Finland. Byggmax has now 9 stores in Finland, and a total of 94 stores on group level.

Byggmax new store in Finland is opened at the address Perkkiöntie 9. Vasaranperä business area is located centrally next to the main road to Oulu city.

– We have wanted to establish a store in Oulu for a long time. Now we have found a good location for Byggmax at Vasaranperä business area, where a lot of people passes by. The other eight stores in Finland are doing well, and it feels good to be able to open yet another store in Finland, Magnus Agervald, CEO at Byggmax comments.

Byggmax already has stores in Finland in Jyväskylä, Lahti, Pori, Porvoo, Raisio, Turku, Vaasa and Vantaa. The aim is to have a nation-wide network in Finland consisting of 20-25 stores.

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 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 9 in Finland, making the total number of stores 94. 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