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Byggmax opens in Larvik in Q3 2013

Byggmax will open a new store on Øygata 1 in Larvik in Q3 2013. The store will employ four people, and two seasonal employees. Byggmax has opened 23 stores in Norway since its first store was established in the country in 2007.

Øygata is a good location, with an adequate space to establish Byggmax's concept.

Good quality at a low prices

Byggmax sell 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 customer does part of the work which enables the company to reduce its costs.

Byggmax proud winner in price tests

Byggmax has repeatedly won Norwegian price surveys. Last year, Byggmax Ski was voted the cheapest of eight DIY chains in a price test conducted by consumer tv show TV2 hjelper deg. It showed that the materials needed to build a terrace of 20 square meters as 3000 NOK less than the most expensive store. Also at previous price comparisons Byggmax has come out best. In the paper Fædrelandsvennen's price test from August 2011 Byggmax was clearly best when rates were compared in four chains in the construction trade.

- We are proud of the results of these surveys. Our goal is to be the cheapest on every product we sell and that is why we give all our customers a price promise. If our customers find the same product at a lower price at another local venue, the customer will be given the difference plus ten percent of the difference, says Magnus Agervald CEO of 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 66 stores in Sweden, 23 in Norway and 9 in Finland. The company's sales amounted to approximately SEK 3,1 billion in 2012. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.com