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Arvika sets a new world record

Today Byggmax opened its hundred store in the Nordics and celebrated the milestone with a Guinness World Record in *Most people in a sawing relay*. The record was part of the opening ceremony for the new store in Arvika and Byggmax's CEO Magnus Agervald, Arvika's Deputy Major Claes Pettersson along with more than 100 citizens of Arvika can now claim the title as world record holders.

The attempt was approved by Guinness World Records and must be evaluated by them before the record is official. The aim was 100 people sawing off a 100-meter long plank. On Friday morning well over 100 people showed up to saw, get one meter of the plank, a Byggmax saw and the honor.

Byggmax usually organizes a plank sawing ceremony instead of the traditional ribbon cutting and this time the event was scaled up to celebrate 100 stores. Deputy Major in Arvika Claes Pettersson and Byggmax CEO Magnus Agervald sawed the first two meters.

– It's really exciting to see Byggmax open in Arvika. This creates job opportunities and shows the potential in our municipality. And of course, it was great to be a part of this world record, says Claes Pettersson, Deputy Major in Arvika.

20 years and 100 stores

This is Byggmax hundred store which coincides with Byggmax celebrating 20 year as a company. Byggmax has more than doubled the number of stores since 2003.

– We have an aggressive target and are aiming to go from 100 to 155 stores within a few years. It's not an easy target, but we see a demand on our market and are growing in Sweden as well as in Norway and Finland, says Magnus Agervald, CEO at Byggmax.

Arvika a natural step

Silovägen is a great location, with a big area and possibilities to establish Byggmax' concept. 8.000 square meter is required, mainly to fit the store and drive-in. Byggmax business idea is to offer great quality to a low cost, where the customer does part of the job themselves to keep the costs down.

– The opening is just in time for the home renovation season and we hope to welcome both permanent and summer residents. Our store in Karlskoga is really popular which makes it exciting to open up in Arvika as well, says Daniel Svensk, Region Manager at Byggmax.

Byggmax sells construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept offers good quality products at low prices.

Byggmax is the construction material retailer that Swedish house owners deem has the lowest prices. According to "Vi i Villa" house owners panel, conducted in May 2012, 50 % of men and 34 % of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 7 % and 6 %.

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The home improvement discount chain BYGGmax was launched in 1993 and currently has 68 stores in Sweden, from Ystad in the south to Luleå in the north. The company had net sales of approximately MSEK 3,100 in 2012 and is continuing to expand strongly. Today BYGGmax also has 23 stores in Norway and 9 in Finland, making a total of 100 stores. 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. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010.

For further information, go to www.byggmax.com