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Byggmax opens in Värmdö during the coming Winter

The low-price retailer Byggmax opens a store in Värmdö during the winter of 2013/2014. The new store will employ five people, and two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 68 stores throughout the country. The new store in Värmdö will be situated at Ekobacken, close to Värmdö Marknad. The company has opened stores in Arvika, Härnösand, Karlskoga, Sandviken and Torslanda during 2013.

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

Ekobacken 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.

Good quality at a low price

Byggmax sell basic construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The company also offers an additional product range, which includes interior design products through its Online-store which was named "e-commerce site of the year 2012" The Byggmax concept is to offer good quality products at low prices.

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

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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 68 stores in Sweden, 24 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