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## Byggmax opens a second store in Linköping in Q2 2014

**The low-price retailer Byggmax opens a second store in Linköping in Q2 2014. The new store will employ four people, and one seasonal employee. 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 Linköping will be situated at Fjärrvärmevägen 11 in Ullstämman. The company has previously announced the opening of a store in Värmdö near Stockholm**

- For a long time we have wanted to establish a second location in Linköping, and now we have found a good location for Byggmax, where a lot of people pass. Our existing store in Linköping is doing well, so it feels great to be able to open in Ullstämman. says Daniel Svensk, regional manager at Byggmax.

Fjärrvärmevägen 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 awarded "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%.

### **For more information please contact:**

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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 BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 68 stores in Sweden, 25 in Norway and 12 in Finland. The company's sales amounted to approximately SEK 3,2 billion in 2013. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010.

For more information, please visit [www.byggmax.com](http://www.byggmax.com)