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Byggmax opens in Mariestad in the first quarter 2015

The low-price retailer Byggmax opens a store in Mariestad in Q1 2015. The store will employ six people. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 72 stores throughout the country. The new store in Mariestad will be situated at Industrigatan 8. The company has previously announced the opening of stores in Vetlanda and Nacka in 2015.

- For a long time we have wanted to establish a location in Mariestad, and now we have found a good location for Byggmax, where a lot of people pass. Our stores in Skövde and Lidköping are doing well, so it feels great to be able to open in Mariestad. Says Tony Johansson, regional manager at Byggmax.

Industrigatan in Mariestad 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 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.

Byggmax is the construction material retailer that Swedish house owners deem has the lowest prices, and according to Mediekompaniets annual brand survey, "MK Rapporten", 59% of Swedes believe that Byggmax has the lowest prices. The figures for the closest competitor are 30% and 29%.

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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 72 stores in Sweden, 27 in Norway and 139 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