



Bygghmax opened new store in Halden, Norway

Bygghmax opened a new store in Halden in Norway this morning, thus being the third store opening this year in Norway. Bygghmax continues to grow and now operates 30 stores in Norway and a total of 118 stores on three markets.

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

Bygghmax is also the construction material retailer that swedes deem has the lowest prices. According to Mediekompaniet's annual brand survey "MK Rapporten", conducted in June 2014, 59 % of the swedes states that Bygghmax has the lowest prices. The closest competitor only reached 30 %.

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The home improvement discounter chain Bygghmax was launched in 1993 and currently has 118 stores on three markets. 75 stores are located in Sweden, 30 in Norway and 13 in Finland. Net sales was approximately MSEK 3,500 in 2014 and expansion is continuously strong. Bygghmax's business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. Bygghmax has drive-in systems at all 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.

For further information, go to www.byggmax.com