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Bygghuset launches a new store concept in Hisings Backa

On 2 June, Bygghuset will open a completely new store concept – Bygghuset +. The shop, located at Transportgatan 45 in Hisings Backa, has been redesigned in order to better cater for the needs of professional tradespeople.

"Among other things, we now stock more products, more known brands and construction timber with specific lengths. Increasing numbers of business customers are discovering Bygghuset and we are therefore investing in further expanding our range and appeal," comments Samuel Lindén, Business Area Manager for Bygghuset +.

The new store concept is called Bygghuset + and is aimed at professionals, although non-professionals are also still welcome. The brands that will be available in this shop include Isover, Paroc, Bewi, Fermacell, Moelven and Hitachi. It is Bygghuset with a little extra – extra much Bygghuset quite simply.

"Bygghuset + will provide customers with a much wider range of major building materials. The idea is to stock products that customers need to have quickly available in their projects. Time and availability are important aspects for professionals, and with our five Gothenburg shops and the new Bygghuset +, we are taking a big step forwards in this exciting market," says Samuel Lindén.

The shop in Hisings Backa will reopen in its new form on 2 June. The new concept also includes extended opening hours, as the shop will be open from 6:30 am on weekdays.

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About Bygghuset

The home improvement discount chain Bygghuset 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 Bygghuset launched its business in Norway, and the first store in Finland was opened in 2008. Today Bygghuset has 78 stores in Sweden, 31 in Norway and 13 in Finland. The company's sales amounted to approximately SEK 3,5 billion in 2014. Bygghuset has been listed on NASDAQ OMX Stockholm since June 2010.

For more information, please visit www.byggmax.com