



Press release 2017-03-24 at 11 am

Byggmax opens new store in Bryne, Norway, on June 2nd.

The low-price retailer Byggmax opens a store in Bryne, Norway. The store will employ four to five people and approximately the same number of seasonal employees. Since Byggmax launched in Norway in 2007, the company has opened 33 stores throughout the country. Byggmax Group recently revealed that the group will open showrooms for Skånska Byggvaror in Bergen and Stavanger later on this spring.

Hoveveien 19 is a fantastic location for the Byggmax concept, in the most expansive commercial area of Bryne, where several other retailers are opening stores, amongst them, Biltema.

– We have been looking for the best location for Byggmax in Bryne for about three years and now we have found it. It feels great to finally be able to give Bryne and all the customers in the area the opportunity to purchase high quality building material at competitive prices, fast and easy. Welcome on June 2nd!, says Espen Nicolaisen, Regional manager at Byggmax.

Good quality at a low price

Byggmax sells 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 has repeatedly won Norwegian price surveys.

– We are proud of the results of these surveys. Our goal is to be the cheapest on every product we sell and that is why we give all our customers a price promise. If our customers find the same product at a lower price at another local retailer, the customer will be given the difference plus ten percent of the difference, says Espen Nicolaisen.

För ytterligare information, kontakta:

Espen Nicolaisen, Regional Manager Norway West
Tel: +47 48 08 40 01
E-mail: espen.nicolaisen@byggmax.no

About Byggmax Group

Byggmax Group consists of Byggmax, Skånska Byggvaror, and Buildor. For 2016, the Group's net sales was SEK 5.2 billion. Byggmax Group is listed on Nasdaq since 2010.

Byggmax was founded in 1993 and currently operates 82 stores in Sweden, 33 in Norway and 13 in Finland and e-commerce in all three countries. Byggmax online offer consists of both the complete store assortment as well as an extensive range of online-exclusive products. Since the very beginning, Byggmax business concept has been discount DIY retailing, being the best price DIY retailer for consumers in need of high-quality construction materials. Byggmax stores are located close to the customers homes and are equipped with a drive-in system enabling easy shopping, including the loading of products directly onto the customers vehicles. During the past two years, Byggmax Group has acquired Skånska Byggvaror Group and Buildor AB. Skånska Byggvaror is a distance and e-commerce retailer of building projects and materials, with strong offers in e.g., conservatories and green houses. Skånska Byggvaror operates in Sweden, Norway, and Denmark, online and with 11 showroom stores. Buildor is a fast growing e-commerce retailer of home improvement products.