



WED, NOV 27, 2019 at 09:00 am

Bygghmax chooses sustainability over Black Friday discounts

Bygghmax chooses not to have any special discounts during Black Friday. Instead, the company focuses on sustainability and gives advice on how to take care of your floor.

– Our business concept is based on offering the best possible price, every day of the week. That's why we choose not to have any special offers on Black Friday. We want to give all our customers the chance to realize their dream projects. To make this possible, we are working long term on keeping prices down, says Sanna Westman, Marketing Manager at Bygghmax.

Instead of discounts, Bygghmax focuses on sustainability and encourages the customers to care of their home:

– We want to remind each other of the value in taking care of our belongings. With the right knowledge you can make things last longer. This benefits not only your private economy but also the environment, says Sanna Westman.

– This year we will share our best tips and advice on how to take care of your floor, to keep it in a good condition, says Sanna Westman.

Good quality – good price

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

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About Bygghmax Group

Bygghmax Group consists of Bygghmax, Skånska Byggvaror, and Buildor. For 2018, the Group's net sales was SEK 5.1 billion. Bygghmax Group is listed on Nasdaq since 2010.

Bygghmax was founded in 1993 and currently operates 109 stores in Sweden, 42 in Norway and 11 in Finland and e-commerce in all three countries. Bygghmax online offer consists of both the complete store assortment as well as an extensive range of online-exclusive products. Since the very beginning, Bygghmax business concept has been discount DIY retailing, being the best price DIY retailer for consumers in need of high-quality construction materials. Bygghmax 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 years, Bygghmax 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 and Norway and online and with a number of showroom stores. Buildor is a fast growing e-commerce retailer of home improvement products.