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Bygghmax opens in Falköping in the fourth quarter 2015

The low-price retailer Bygghmax opens a store in Falköping in Q4 2015. The store will employ six people. Bygghmax has more than doubled the number of stores in Sweden since 2006. There are currently 74 stores throughout the country. The new store in Falköping will be situated at Agnestadsgatan 7. The company has previously announced the opening of stores in Vetlanda 2015.

- For a long time we have wanted to establish a location in Falköping, and now we have found a good location for Bygghmax, where a lot of people pass. Our stores in Skövde and Jönköping are doing well, so it feels great to be able to open in Falköping, says Daniel Svensk, regional manager at Bygghmax.

Agnestadsgatan in Falköping is a good location, with a large space and the opportunity to establish Bygghmax's concept. Overall, a retail space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space. Bygghmax'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

Bygghmax sell 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 low prices.

Bygghmax is also the construction material retailer that swedes deem has the lowest prices. According to Mediekompagniet'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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About Bygghmax

The home improvement discounter chain Bygghmax 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 Bygghmax launched its business in Norway, and the first store in Finland was opened in 2008. Today Bygghmax has 74 stores in Sweden, 27 in Norway and 13 in Finland. The company's sales amounted to approximately SEK 3,5 billion in 2014. Bygghmax has been listed on NASDAQ OMX Stockholm since June 2010.

For more information, please visit www.byggmax.com