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Byggmax opens in Kungälv in the first quarter 2016

The low-price retailer Byggmax opens a store in Kungälv in Q1 2016. The store will employ five people and two seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 75 stores throughout the country. The new store in Kungälv will be situated at Rollsbovägen 26. The company has previously announced the opening of a store in Arlandastad 2016.

– For a long time we have wanted to establish a location in Kungälv, and now we have found a good location for Byggmax, where a lot of people pass. Our stores in Angered and Partille are doing well, so it feels great to be able to open in Kungälv, says Marcus Nilsson, regional manager at Byggmax.

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

Byggmax sell 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 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 Byggmax has the lowest prices. The closest competitor only reached 30 %.

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About Byggmax

The home improvement discounter chain Byggmax 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 Byggmax launched its business in Norway, and the first store in Finland was opened in 2008. Today Byggmax has 75 stores in Sweden, 30 in Norway and 13 in Finland. The company's sales amounted to approximately SEK 3,5 billion in 2014. Byggmax has been listed on NASDAQ OMX Stockholm since June 2010.

For more information, please visit www.byggmax.com