



## The Bathroom is the New Kitchen

***The drying rack John is JM's response to the customers' desire to have a modern bathroom with room for both the laundry and a home spa. The wall-mounted, cleverly-designed drying rack can hold the laundry from a full washing machine load, but folds away to occupy minimum space when not in use.***

Our customer surveys show that the bathroom, alongside the kitchen, has become what may be the most important room in a home, says Robert Vangstad, vice president business development at JM. People want room for rest and relaxation, as well as for everyday needs like a convenient laundry facility.

JM designed a number of standard bathroom plans based on its bathroom survey. The drying rack John is part of this effort.

John was developed in cooperation with industrial designer Michael Malmberg and will be released for sale to JM customers in early 2011. Subsequently the drying rack will also be available for sale to the public.

### ***JM's bathroom survey in brief***

JM panel members answered questions about their bathroom lifestyle. Here is a sampling of the results:

- The majority (55%) spends time in the bathroom more than 5 times a day.
- Women are in the bathroom to a greater extent than men; 64% responded that they visit the bathroom more than 5 times a day (compared with 45% of men).
- 52% feel that the home looks messy when clothes are hung up to dry
- 69% store the dirty laundry in visible laundry baskets
- 13% dry their clothes in the bedroom
- 63% of Swedes feel that having the washing machine in the bathroom can be attractive

Photos of John, along with the bathroom survey, are available for downloading at [www.jm.se/nyhetsrum](http://www.jm.se/nyhetsrum)

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JM is one of the Nordic regions leading developers of housing and residential areas. Operations focus on new production of homes in attractive locations, with the main focus on expanding metropolitan areas and university towns in Sweden, Norway, Denmark, Finland and Belgium. We are also involved in project development of commercial premises and contract work, primarily in the Greater Stockholm area. JM shall promote long-term quality and environmental management in all

its operations. Our annual sales total approximately SEK 9 billion and the company has about 2,000 employees. JM AB is a public limited company listed on NASDAQ OMX Stockholm, Mid Cap segment.