

Mekonomen

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20-per cent share for proprietary brands by 2012

Mekonomen's proprietary brands will account for 20 per cent of total sales by 2012. This was explained by Mekonomen's President and CEO, Håkan Lundstedt at the company's Capital Market Day on Tuesday.

Mekonomen's proprietary brands were introduced in 2009. The range comprised accessories and original-quality spare parts. A key part in Mekonomen's investment is to also offer environmentally labelled products, which are requested by increasing numbers of consumers.

“Sales of our proprietary brands were received positively by consumers and exceeded our targets. By offering proprietary brands of original quality spare parts, customers are given several options from which to choose. We will subsequently increase the pace and launch more proprietary brands. The goal is that they shall account for 20 per cent of sales by 2012,” says Håkan Lundstedt, President and CEO of Mekonomen AB.

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Mekonomen makes CarLife easier, through a broad and highly accessible offering of low-cost and innovative solutions and products for consumers and companies. We are Scandinavia's leading automotive spare-parts chain with proprietary wholesale operations, more than 200 stores and more than 1,000 workshops, all operating under the Mekonomen brand.