



## Press Release

### Magnet wins 'Best UK Retail Interior'

Nobia's British business unit Magnet has been awarded the prestigious title of 'Best UK Retail Interior 2003' for its new concept store in Chester. The prize is awarded by the Retail Interiors Magazine, and is given for a store interior that is simply outstanding in all respects.

Designed by a team of in-house designers, the new Chester branch was chosen by Magnet as the first of its stores to showcase the new retail concept interior. The store offers customers an aspirational retail experience, and is designed to correspond to today's experience-oriented purchasing pattern.

The kitchen showroom features state of the art materials and 'gadgets' such as a 42" plasma screen on which customers can see their kitchen designs. To allow customers to be self sufficient if they desire, there are interactive screens in-store that are linked to Magnet's new website. As a large proportion of Magnet's core customers have families, the store has a specially designed children's area complete with a Nintendo playstation, a mini-kitchen and a number of games.

Nobia's Board of directors last week took a decision reflecting its intention to increase investments in Magnet's store network. The Chester concept design will be rolled out in selected existing stores and to new retail stores. Magnet has a total of 208 stores of three different types: retail solus, trade solus and mixed sites for both retail and trade customers.

The Retail Interiors Magazine is an international magazine aimed at specifiers and buyers within retail groups, architects, shop fitters and interior designers.

Nobia AB  
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### Further information:

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Photos available for download on [www.nobia.se](http://www.nobia.se)

More information about the award available at: [www.retailinteriorsawards.co.uk/](http://www.retailinteriorsawards.co.uk/)

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Nobia is Europe's leading kitchen interiors company. The Group operates in a number of European markets under strong brand names. Nobia's own specialist kitchen stores and franchise stores are responsible for most of the Group's sales. Nobia is leading the consolidation of the European kitchen market and creating profitable growth by making efficiency improvements and acquisitions, taking an industrial approach. The Group had sales of approx. SEK 9.6 billion in 2002 and has around 5,700 employees. Nobia is listed on the Attract 40-section of Stockholmsbörsen's O-list.

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