



Norrtälje 2011-06-27

## Press invitation: Byggmax opens in Norrtälje

**On the 1<sup>th</sup> of July, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Norrtälje. The Municipal Commissioner, Kjell Jansson gives a short speech and will also saw a board to mark the official opening of the store.**

Place: Storstensvägen  
Time: July 1<sup>th</sup>, 10 am, local time

### Program

- The Municipal Commissioner Kjell Jansson holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Johan Sperling, speech on opening in Norrtälje and plans for the future.
- The store operations manager Johan Månsson participates.

Free hot dogs and lemonade will be served to all customers during the opening day.

RSVP to Johan Sperling either by phone +4676-1190102 or by e-mail: [johan.sperling@byggmax.se](mailto:johan.sperling@byggmax.se)

### Background to Byggmax's establishment in Norrtälje:

The low-price retailer Byggmax opens a store in Norrtälje in the spring of 2011. The store will employ five people, and approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 58 stores throughout the country. The newly built store in Norrtälje will be situated at Storstensvägen. Byggmax have previously announced that the chain will open stores in Avesta, Lidköping, Ängelholm and Bollnäs in spring 2011.

*- For a long time we have wanted to establish a location in Norrtälje, and now we have found a good location for Byggmax, the new store will have a central location, where a lot of people pass. Our store in Åkersberga is doing well, so it feels great to be able to open in Norrtälje. Says Johan Sperling, regional manager at Byggmax.*

Storstensvägen in Norrtälje is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a 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. Byggmax in Norrtälje will be the seventh store in Uppland. Byggmax's experience is that people in Uppland are competent DIY-customers and professionals who want quality at a low cost.

### 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 the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel 59% of men and 41% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 9% and 11%. Byggmax also won consumer guide Testfakta's price comparison July 4<sup>th</sup> 2011 for a 20 sqm terrace.

### For more information please contact:

Magnus Agervald,  
CEO Byggmax,  
Mobile: +46 761-19 00 20,  
E-mail: [magnus.agervald@byggmax.se](mailto:magnus.agervald@byggmax.se)

Johan Sperling,  
Regional manager,  
Mobile: +46 761-19 01 04,  
E-mail: [johan.sperling@byggmax.se](mailto:johan.sperling@byggmax.se)

The home improvement discount 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, BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 58 stores in Sweden, 16 in Norway and 7 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit [www.byggmax.com](http://www.byggmax.com)