

OUR SHARED VALUES

“It’s because of our expertise and willingness to do that little bit extra for our customers that they come back to us.”

ahlsell



Business concept


To create efficient trade in installation products, tools and machinery for professional users.

Vision and objective

Ahlsell should become the customer's obvious choice for installation products, tools and machinery. The Group's ultimate objective is to generate high growth and profitability. A further objective is to become a leading player in all product areas in each market.



Ahlsell has a uniquely broad product range and specialist expertise that has been built up successively since the 1800s. We are now the industry leader. With the corporate power at our disposal, we will soon realize our vision: To be the obvious choice for our customers.

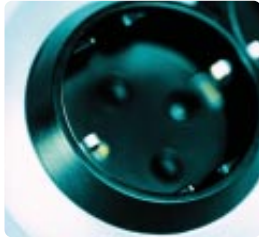

Göran Näsholm, CEO

The personal touch distinguishes us from the rest

Who are we really, those of us who work at Ahlsell? We are found throughout Scandinavia as well as in Russia and the Baltic States. We have gone through many changes over the years but still have the same traditions behind us.

It's the personal touch that distinguishes us from the rest – you meeting the customer, your commitment and ability to make smart decisions on the basis of your own judgement. Together we are making life a little bit better and simpler for our customers.

That's why Ahlsell makes it easier to be professional.



A photograph of a middle-aged man with short, light-colored hair, smiling and looking upwards and to the right. He is wearing a dark, collared shirt. The image has a strong red color overlay. Overlaid on the image are three lines of white text in a sans-serif font.

Meeting customers

Commitment

Personal decisions

Central warehouse – accessible around the clock!

Ahlsell is distinguished from its competitors in many ways. You know that already. Not least thanks to our role as a complete supplier. We can also be proud of the fact that we have a uniquely broad range of products that reach the customer no later than 24 hours after he places his order. And our central warehouse is open around the clock – a service we know is appreciated by our customers.

Numerous items are also stocked at our many outlets around the countries in which we operate. This means that our customers are always close to a broad product range and thus rapid deliveries. And to you, as adviser and specialist.



A woman with short, light-colored hair and safety glasses is smiling. She is wearing a dark-colored vest over a dark t-shirt. She appears to be in a workshop or industrial setting, as evidenced by the blurred background which shows what looks like a control panel or machinery. The entire image has a semi-transparent olive-green overlay.

Complete supplier

Always open

Always close
to the customer

A person wearing a blue t-shirt with the word 'ahlse' printed on it in a light color. The person is looking down and has their right hand near their face, possibly resting their chin on it. The background is a soft, out-of-focus blue.

Experience

Expertise

Social
relationships

Your specialist know-how – the soul of the company

Ahlsell is so much more than its size and product range. We really don't need to show our muscle, but rather our know-how and personal commitment. That's our hallmark – our extensive experience and high competence based on your specialist know-how make up the soul of the company.

Our customers come to us for our high competence, but our outlets are also a meeting place offering them a welcome break from their work routine. They come here to get straight answers and individualised suggestions as well as to compare notes with others of like mind. Ahlsell is there for our customers. We satisfy their needs with our expertise and our willingness to listen. That's how we build up long-term relationships. It's the way we've always done things.



Problem-solvers with unique competence

The long-term relationships we look for with our customers also demand that we constantly develop innovative ideas as regards technology, alternative products and solutions. That's why we are moving increasingly towards carefully thought-out integrated solutions rather than offering individual products. Our objective is to simplify and improve our services by listening to the customer's needs at all times.

It's our shared ability to be knowledgeable and committed problem-solvers that makes Ahlsell an invariably strong and stable brand in a world of constant change. You are more important than the products we sell. You have been selected with just the same care as our products and are at least equally important to the customer. That is what makes Ahlsell the supplier that professionals turn to first!





Integrated solutions

Personal initiative

Our customers see you face-to-face and respond to your personality every day. Your behaviour colours their image of Ahlsell. It's your know-how and willingness to do that little bit extra for our customers that make them come back to us.

Ahlsell makes it easier to be professional

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