

Ahlsell's history goes back to 1877

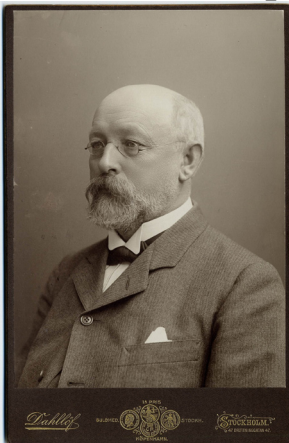


This is the first historical article on account of Ahlsell's 130-year anniversary this year. You will experience our history both online and in a book. We are also planning to interview veterans in the company.

Ahlsell's history goes back to the 19th century, more precisely the first of March 1877. That's when the engineers John Bernström and Jakob Tornblad started the sales company John Bernström & Co, which sold pumps and grain threshers among other things. The name Ahlsell came from the brothers Rudolf and Herman Ahlsell, who in 1903 founded the company Ahlsell & Co. Six years later they joined up with Heinrich Ahrens and the company changed name to Ahlsell & Ahrens. The company's range became so wide, that special divisions were established for piping, fittings and sanitation, among other things.

Ahlsell & Bernström merged in 1922 and the new company became the nation's leading heating and plumbing wholesaler. Several further acquisitions were made, as were a couple of name changes. The company was called Ahlsell-Rylander 1951-62 and Ahlsell & Ågren 1962-76. At the end of the 70s (1977), the simple name Ahlsell was adopted, which still lasts to this very day. Then the range started to become wider, and in 1986 acquisitions were made that enabled Ahlsell to break into the electrical appliances market. In 1990 it was time for refrigeration products, and the same year the large central warehouse in Hallsberg was built. Gelia was acquired in 1996, which let Ahlsell establish itself in the do-it-yourself-market. The product area Tools & Machinery was incorporated through acquisition of Tibnor industrial warehouse in 2001.

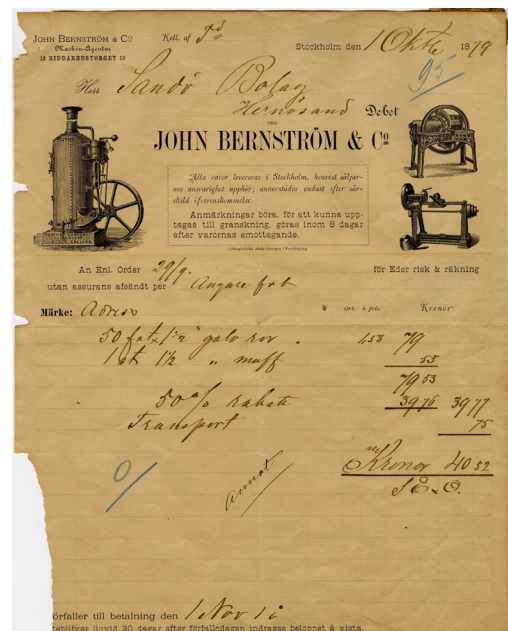
John Bernström, portrait from the 1890s.



The two companions affirmed at the start that they had an "accurate understanding of the foreign as well as the domestic market" and that they were "capable of providing good and really inexpensive offers". Promises which in many aspects still stand today. The company's first address was Hötorget 13, and soon they also had offices at Riddarhustorget 13 in Stockholm.

Invoice from 1879

An invoice from 1879 for galvanized pipes and coupling. The document is unique and has few similarities with today's customer invoices. Note the means of transport "by steamship to Härnösand" and the steep discount to catch a new client!



This was the first historical article. The Centrum för Näringslivshistoria helped us with finding documents, images and lots more to tell Ahlsell's history. In the following articles, you'll meet people, environments, products and lots more which all line our history over 130 years.