

PRESS RELEASE

Silmar introduce a new era for shopping Malls

Silmar is a young company introducing a new technology for shoppers using the growing market and ever popular big Stores and Shopping Centres

With new Smart Club at Slepender, and even bigger centres in the area such as Sandvika Storsenters new opening in October and Ikeas new Giant warehouse, have a number of customer groups with difficulty using these centres offers. Also warehouse type outlet stores for building supplies, garden centres and electronic stores are steadily increasing in size making it difficult for persons with difficulty getting around taking advantage of using these large shopping areas.

Statistics Norway (Statistisk Sentralbyrå) have figures that indicate within 15 years more than 1 million people in Norway will have reached the age of 70. In addition the strong purchasing group between 50 - 80yrs will have considerable growth. Approx. 26.7% of the population is today between 50 -80yrs and this group is expected to grow strongly. It is expected that the group of persons over 70yrs today will grow by 67% by 2025.

Customer groups with mobility difficulties, expectant women, recently operated, persons with heart or lung disorders etc. have problems to take advantage of the big stores and centres. Membership advantages, special offers, bulk purchases and attractive fresh produce counters such as is offered at Smart Club cannot be taken advantage of easily.

Silmar are focused on helping those customer groups with such difficulties to have easier access to the advantages of these larger shopping stores and centres with the help of our products. Mart Cart is an electric shopping cart that allows customers to drive around large centres and visit all the shops with ease whilst adding purchases to their cart. The carts are available with various options to suit different needs. In the future Silmar anticipates this type of shopping vehicle will be used at Hospitals, Airports etc. This will reduce employee injuries when carrying loads and reduce the number of service staff required to assist persons able to manage themselves provided they can avoid going long distances.

Silmar as, Exclusive Distributors for Mart Cart products can inform they have 75% of the world market for this type of product and are experiencing extreme growth and demand throughout Europe. APC in USA have been manufacturing and supplying Mart Carts since 1984 and have enjoyed steady growth each year. With the strong expansion and growth of Shopping centres currently underway throughout Scandinavia. Silmar believe this is the right time for the introduction of these products allowing more customers access to large centres for shopping and making the total shopping experience faster, easier and more fun for everyone.

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