

PRESS RELEASE

Silmar sign partner agreement with Olav Thon Gruppen for Mart Cart products

Mart Cart electric shopping carts allow customers a new way to effectively shop over long distances and for longer periods. The newly introduced carts are making an impact in shopping centres and large outlet stores throughout the Nordic markets.

The Olav Thon Group was one of the first to show an interest in the products and started a test project already in September 2007. After a successful test period of 9 months at 4 of their largest centres, 2 in Norway and 2 in Sweden the technical function and product reliability has been proven.

Customers increasingly chose to use Mart Carts instead of walking and carrying over long distances. Sandvika Storsenter have 20 carts available free of charge to their customers and experienced an increase in use of 30% per month after the “Grand Opening” in October of their newly expanded centre.

Customers are able to shop more effectively and save money as they become aware of the availability and practical advantages of driving carts. Mart Cart allows the customers to visit more stores and take advantage of the many offers available throughout the centre. Carts make centres accessible to more shoppers and allow many to shop longer than they would normally, whilst at the same time some choose to use them to be faster and more effective.

Silmar AS Managing Director Ingar Paul Taxt explained. “I am delighted with the outcome of this test project. It has been fun and educational and we have learned a lot working together with the Thon Group. This agreement is the result of a lot of work testing the performance of our products in different environments. We are confident of the benefits and can offer them to all Olav Thon Eiendomselskap ASA and AMFI Eiendom ASA 70 centres wishing to offer this service to their customers”.

Silmar AS, is the Distributor for all Mart Cart products in the Nordics. Mart Cart has 75% of the global market for these type of shopping tool products that are steadily increasing interest in the whole of Europe. Several of the largest shopping centre chains have been in contact with interest to the benefits for their businesses and more test projects are in the pipeline.

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