

PRESS RELEASE

Malmö, Sweden 2014-02-13

PoG Woody, Sweden's first building merchant to enter into BIM

BIMobject AB, PoG Woody and Graphisoft Sweden today signed a cooperation agreement to integrate PoG Woody as building merchant in the BIM process. By being active in the BIM process PoG Woody wants to contribute to better design solutions, as well as better choice of products and materials which will benefit all stakeholders in the construction industry. The partnership provides BIMobject a good insight into the logistics- and procurement processes for development of future cloud solutions for integrated e-commerce in the construction industry.

Since over 100 years PoG Woody conducts a successful building material merchant in Södra Sandby with stores in Hörby, Malmö and Sjöbo where there is a high level of customer service. Construction advices from experienced sales people and support from beginning to the end in the project is a part of PoG Woody's mantra.

In order to serve the customers who are builders- and construction companies in different sizes makes PoG Woody step into the BIM world, thereof the collaboration with BIMobject and Graphisoft Sweden. PoG Woody's knowledge of design- and construction solutions and deep expertise in product selection is of great importance to all stakeholders in the construction industry. The collaboration will involve the integration of BIMobject's various cloud solutions in procurement- and logistics functions. Graphisoft Sweden will support the collaboration with BIM- modeling services, BIM software such as ArchiCAD, SketchUp and Solibri and educate PoG Woody and its customers in BIM project management.

BIMobject will provide a Private Cloud for PoG Woody with BIM objects specific for each supplier and even assembled construction solutions in its cloud services. In the collaboration the parties will promote pilot projects that will provide measurable results in increased efficiency, reduced waste, improved product selection and cost savings. All parties will strive to ensure that building product manufacturers creates BIM objects and includes them in the cloud service, so BIM is used as efficient as possible even in the calculation, order- and logistics part of the construction process.

"We consider our main role as an effective part of the construction industry's supply chain. By being at the forefront of logistics solutions and participate in BIM developments in the industry, we want to take a leading position in the market. By partnering with BIMobject and leading material suppliers in the industry, we ensure to meet the needs of our business partners both today and tomorrow", said Karl Gustafsson, CEO of PoG Woody.

About PoG Woody:

For over 100 years, PoG Woody Bygghandel have sold building materials to consumers and professionals. Our history shows both that we have long experience and that it is safe to shop here - we will definitely still be around the following day.

About BIMObject®:

BIMObject® is a game changer for the construction industry worldwide with its cloud based Portal offering development, maintenance and syndication of digital replicas – BIM objects – of manufactured building and interior products.

The marketing and pre-sales services associated with the Portal are channelled and integrated, through specialised software, into CAD/BIM applications to create a business-to-business communication across the globe.

Manufacturers use BIMObject® to promote and deliver their products directly into BIM processes enabling their products to be selected and generate a real improvement in sales. <http://bimobject.com/>

BIMObject® - Winner for the Red Herring Europe Top 100 Award 2013, Winner for the 2013 Red Herring 100 Global Award and Winner of the IAIR EUROPEAN AWARDS 2013!

BIMObject AB - a public company listed on NASDAQ OMX First North: Share Ticker: BIM

Certified Advisor: Sedermera Fondkommission

This is an English version of a press release communicated by BIMObject®. In any case of doubt or possible differences regarding the different versions it is the Swedish version that shall apply.

Om oss / SÖKA DINDEY PoG Woody Bygghandel / Woodyhandlarna nära mig / Kontakta Oss / Logga in

Woody PoG Woody Bygghandel

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VÄLI POG BUTIK / CENTRAL LEDNING / OM OSS / PROFFSPORTAL

Startade PoG Woody Bygghandel? / Om oss / Företaget / VD har ordet

VD har ordet

Allt gjorts vinet är inget ändamål i sig.

PoG som det ser ut idag, har ett ursprung ur lanthandel och sperrmåttmåttmått och har sedan utvecklats till en renodlad bygghandel. Det var min farfar som bestämde namnet och min pappa inledningen på företaget. Själva började jag jobba under sommaren året då jag fylde 10 år, så man kan lugnt säga att jag vuxit upp med företaget. Då hela familjen var engagerad i företaget så togs beslutet efter överläggningar. Många hårda år följde för mina föräldrar men framgången låg inte vänta på sig och vår utveckling är fortsatt positiv.

En ledande faktor till våra framgångar är att vi har en tydlig målsättning. Min pappa myntade uttrycket, "En företag kan gå bakåt, stå stilla eller gå framåt och vi gör bara det sistnämnda". Vi är aldrig nöjda, utan jobbar hela tiden med att förbättra och utveckla oss. Ett exempel på detta är vår omsättningsökning från 72 miljoner år 2011 till 325 miljoner år 2012.

Allt gjorts vinet är inget ändamål i sig. Då vi är ett familjeföretag, handlar det snarare om att återinvestera i verksamheten och skapa förutsättningar för efterträdare.

Karl Gustafsson är den tredje generationen som driver PoG Woody Bygghandel.

100 ÅRS ERFARENHET

I över 100 år har vi på PoG Woody Bygghandel ett förtroende till privatpersoner och yrkeskunder.

Vår historia visar både att vi har lång erfarenhet och att det är tryggt att handla hos oss - vi kommer finnas kvar även i morgon.