



Press Release

## **IKEA Sale Offers Discount Up to 70% Time to Shop for Home Furnishings Products and Accessories**

Jakarta, May 27, 2019 – IKEA Indonesia is back to pamper its customers by having its IKEA Mid-Year Sale from May 28 to July 2, 2019, where thousands of IKEA products will be discounted by up to 70%.

Ririn Basuki, Public Relations IKEA Indonesia says, "The IKEA Sale is an event most awaited by our customers. This Mid-Year Discount is intended to help meet the needs of customers for quality-priced household furniture and accessories, offering a series of inspirations and solutions for home furnishings while providing freshness especially because it co-incides with Lebaran and school holidays".

During the IKEA Sale, products with special prices vary from EKET cabinet from Rp. 245,000 now reduced to just Rp. 72,900; BROGRUND soap holder from Rp. 79,900 to Rp. 23,900; GRUNDTAL towel hanger from Rp. 279,000 to Rp. 82,900; SNIGLAR baby table from Rp. 699,000 to only 199,000; VARVA USB LED lights from Rp. 49,900 to only 14,900; BADAREN toska bath mat from Rp. 119,000 to only Rp. 35,900; and thousands of other interesting household furniture and accessories.

Customers can take advantage of the IKEA Mid-Year Sale ahead of Lebaran to decorate and freshen-up home interior to be more comfortable and ready to welcome family members and friends and have a good time together.

"Take advantage of this opportunity by visiting our IKEA Alam Sutera store. Enjoy the special offers and make your home more comfortable when receiving guests and relatives, while at the same time enjoy the atmosphere of an inspiring shop," Ririn Basuki said.

The IKEA Sale is valid for direct purchases at IKEA Alam Sutera store which opens every day from 10AM to 10 PM, or by online through [www.IKEA.co.id](http://www.IKEA.co.id).

## **About IKEA**

The IKEA vision is to create a better daily life for many people, by offering home furnishing products that are functional, well-designed, and affordable so that more people can buy.

IKEA was founded by Ingvar Kamprad in Småland, southern Sweden, in 1943 when he was just 17 years old. The name of the company represents initials of his name, IK, E short for Elmtaryd, the name of ranch where he grew, and A short for Agunnaryd where the ranch is located.

The IKEA concept is based on overall knowledge in the needs and functions at home, by combining experience in the use of materials and production techniques. IKEA has 70 years of experience in developing and showcasing series of IKEA products.

IKEA store brings series of home furnishings that are well-designed, functional, and produced through research and development, strict quality control, and by conforming to a long-term sustainability. All IKEA products are simple in design, multi-functional and have many unseen benefits. IKEA products are packed flat to make 'do-it-yourself' concept, and affordable for products made by designers.

By 2018, IKEA operates more than 400 stores, supported by 194,000 co-workers in 52 countries; with a total of 38.3 billion Euros worth of sales. IKEA records more than 936 million visitors in its stores worldwide, 2.3 billion visitors on its websites across the world, and has printed 203 million copies of catalogues in 35 languages which are distributed to customers at homes for free.

IKEA business in Indonesia is managed under licence by PT Hero Supermarket, Tbk. PT Hero is listed at the Bursa Efek Jakarta, under Dairy Farm International umbrella, which is a retail division of Jardine Matheson Group. The first IKEA store in Indonesia was opened on October 15<sup>th</sup>, 2014 at Alam Sutera.

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