

Coolcard acquires "Spel i Focus" in Gothenburg, Sweden

It is now official that Coolcard (Hockey Heaven AB) acquires "Spel i Focus" in Gothenburg, Sweden's second largest city.



"Spel i Focus" is a store in the mall "Focus" in central Gothenburg, selling board games and trading card games such as Magic the Gathering, Pokemon, and Yu-Gi-Oh!.

The new owners will continue the operations in the same unit and with the same general direction as before. The store's product lines will be kept basically the same as today, with the major change being the addition of sports cards such as hockey cards and soccer cards.

Collectors will welcome the return of sports cards to Gothenburg after years of not having a specialty store in the city.

The buyer Hockey Heaven AB is based in Karlstad, Sweden. There, the company runs a brick and mortar

store with in-house game play at a central location. The largest part of the company's operations takes place in a main warehouse in a nearby industrial area - packing and shipping orders for the online store Coolcard.se

Coolcard.se is Sweden's largest online store specialized in trading cards, trading card games and accessories and has a significant role in Scandinavia with a solid reach out in Europe and the world. The company have roots back to 1993 with the first registered company 1997.

- We are very happy and excited to have obtained this classic store. "Spel i Focus" was a store you went to as a kid! It has always been around. It makes us feel humble to take over this store which has a history even longer than our own. To run it under our own company name is a testament to what we have achieved so far with our company, says Hockey Heaven AB owner Anders Neiker.

- We thank all our customers through the years. It feels really good to hand over the store in the capable hands of Coolcard now that we will retire after 27 years running the store ourselves, says Bengt Olofsson, founder of Spel i Focus.

The store will be run as "Coolcard Göteborg" and the ownership change will take place May 2nd.

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