

Adobe® Creative Cloud™ for teams & Clas Ohlson



Smart solutions for everyday problems

In 1918 in the Swedish village of Insjön, young Clas Ohlson often stayed up late looking for reliable, clever products to solve ordinary household problems. Today, the company that bears his name has grown from a small mail-order house to one of Europe's prominent retailers, both online and at its 175 stores in Sweden, Norway, Finland, and the United Kingdom.

The company's iconic catalog, which currently features approximately 15,000 products in about 650 pages, is well known, particularly to generations of Swedes. Internally, Clas Ohlson is always seeking ways to streamline production of catalogs and additional marketing materials, such as leaflets and print advertisements. To standardize graphic design and expand capabilities, Clas Ohlson implemented Adobe Creative Cloud for teams.

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A renaissance in creativity

Anders Rytter, a desktop publisher at Clas Ohlson, oversees new technology implementation for the company. A 20-person design team uses Adobe InDesign® for desktop publishing, Adobe Illustrator® for graphic design, and Adobe Photoshop® for editing photos. Software usage is expanding with Adobe Creative Cloud for teams; the company is exploring moving media and 3D CGI with Adobe Premiere® Pro and After Effects®.

"Adobe Creative Cloud for teams has sparked a renaissance in our creativity," Rytter says. "With Adobe Creative Cloud for teams, it's easier to justify the transition into new areas, such as moving media, because we already have the tools available to us."

Adobe Creative Cloud for teams also makes economic and administrative sense for Clas Ohlson. In addition to offering a more predictable software spend, Rytter is now able to personally manage licensing, a task that used to be performed by the IT department. Rather than purchasing and physically installing software, Rytter says he simply sends an invitation and employees start downloading the software within five minutes. Employees are enjoying the ability to access software and training from both work and home, and many desktop publishers have started learning Illustrator, and are delving deeper into Photoshop.

"Having access to a broader set of tools through Adobe Creative Cloud for teams has helped our team get closer together and understand each other's tasks better," he says. "Access to software is no longer a limiting factor. We can now concentrate on creativity and inspiration."

