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# PRESS RELEASE

**Work trousers for pregnant women from Operose win the Nordbygg Gold Medal 2018**

**”Rosmari” – work trousers for pregnant women from the company Operose. That is the winner of the Nordbygg Gold Medal for the best new product of the year 2018. Operose has designed several types of work clothes for women in the construction industry. With the new trousers for pregnant construction workers and painters, the range has had a pressing addition that won the gold medal convincingly.**

This year’s medal was presented to the winner during Thursday evening at Nordbygg 2018 at Stockholmsmässan. Chairman of the Jury, CEO of Svensk Byggtjänst, Urban Månsson, read the nomination:

“The Gold Medal of 2018 highlights a product which is directed to one of the main themes of Nordbygg – recruitment. The product is an innovation, in the way that it feels so self-evident and, of course, should have been available long ago. It paves the way for a new approach, which in a tangible way opens up the construction industry.”

Operose has during several years designed work clothes for women and expresses its outlook in this way:

* More and more women are working in male dominated professions, and we like that. There is still a lot to do before everyone has the same conditions. A step on the way is well-fitting and functional work clothes, regardless of profession, sex and body shape.

As in previous years, the ten finalists have been picked from “Topplistan” (the Chart), which is published on a regular basis in Byggindustrin, Sweden’s largest magazine for the construction industry. The editorial staff have chosen the finalists, who then everyone has been able to vote for through the organisers’ web sites. “The voice of the People” constituted part of the basis for choosing the winner. The final decision has been up to the jury, though.

**“The most extensive victory ever”**

* This is the most extensive win in the history of the gold medal. Operose, with their trousers for pregnant women, gained 2,000 more votes than the runner up. And the jury was very much in agreement that this was the absolute winner, Urban Månsson explains.
* There is a huge need for new employees and new competence in the whole of the construction process. That makes it important to create conditions so that all will be able to work and feel welcome in construction trades. The new trousers for pregnant builders and painters are a very good way and a pressing example of this, says Peter Söderberg, Project Manager at Nordbygg and a member of the jury.

For more information on the winning product visit [www.operose.se](http://www.operose.se/)

For more information on the Nordbygg Gold Medal, contact:

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*Nordbygg has the position as the Nordic region´s largest and most dynamic meeting place for the construction and real estate industry, offering new knowledge and business opportunities. The event offers everything from discussions about construction conditions and urban planning to products and services for property production, maintenance and management. Nordbygg, 10-13 of April 2018 at Stockholmsmässan.*