THE WAITING IS OVER!

IKEA DUBLIN OPENS ITS DOORS

Swedish home furnishings giant IKEA today opened its doors in Ballymun, Dublin. The long awaited opening was greeted by hundreds of people who started to arrive at 7am when the car park opened. The early arrivals were entertained by street entertainers and local entertainment acts including the Ballymun Munch Group marching band and Irish dancers from local dance school Baldance Academy. First customers through the doors received a €500 shopping voucher.

IKEA Dublin store manager Garry Deakin was joined by Ciaran Murray from Ballymun Regeneration Ltd (BRL) for the traditional Swedish log cutting ceremony to mark the official opening. “We have been eagerly awaiting this day for some time now and it is impossible to overestimate the excitement amongst IKEA co-workers” said Garry Deakin. “IKEA has a passion for home furnishings, inspiration, style and functionality. The Dublin store looks fantastic and we think that our showrooms will inspire and enthuse the public about home furnishings. Not only that, but they will be very impressed by our low prices and high quality product range”.

Ciarán Murray, Managing Director, Ballymun Regeneration Ltd: "Today is a great day for the new Ballymun as well as for IKEA. As a performance indicator for the Regeneration process, the transformation of Ballymun from a no-go area to Ireland’s leading retail destination, is of earth shattering proportions. I wish IKEA every success and good fortune to all the people visiting and working in the new store."

Equivalent to 5 ½ football pitches, the 31,500 sq. metre Dublin store is one of the Swedish retailer’s flagship stores and will stock the full range of IKEA items totalling 9,500 products. The Dublin store also boasts over 55 fully furnished roomsets and homes. The store will also include a number of ancillary facilities for customers including a 550-seater restaurant, a bistro and a Swedish Food Hall as well as a crèche to cater for young children while their parents are shopping.

IKEA Dublin also offers a wide range of additional services including home delivery, kitchen measuring, kitchen installation, furniture assembly service and van hire for those who wish to take larger goods home the same day. With 1,850 car park spaces there is ample car parking space for shoppers and in addition there is a direct Dublin Bus service from Ballymun to the store.

The new IKEA Dublin employs 500 people and calls its employees “co-workers” which IKEA believes better reflects how the company sees people and their values. The Dublin store opening hours are Monday-Friday 11am-9pm, Saturdays 10-8pm and Sundays/ Bank holidays from 11am-7pm.

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Note to editors:

IKEA Worldwide:

- IKEA has a network of 301 stores in 36 countries worldwide.
- 585 million people visited an IKEA store last year.
- 175 million copies of the IKEA catalogue are printed each year in 27 languages.
- The IKEA concept was founded by Ingvar Kamprad and the first store opened in 1958 in Sweden. Today Mr Kamprad is not operationally active within the IKEA organisation.

IKEA Dublin:

- Located on a 12.6 hectare site in the Ballymun Regeneration zone.
- The store is serviced by the 13,13A and 140 bus routes
- The store covers 31,500 sq metres over 2 floors
- The new store has created approx 500 jobs
- IKEA has invested €1.75 million in the installation of a geothermal unit which will be the most significant investment in ground source technology in the Irish Market
- 44% of its total energy coming from renewable sources
- 65% annual reduction in carbon emissions