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HL brings ‘the better shopping experience’ to life at the world’s #1 retail fair

With more than 2,300 exhibitors and 94,000 visitors from 142 countries EuroShop is the world’s #1 retail fair – and an excellent stage for HL to engage with customers and present their solutions for stores that are more attractive, profitable and sustainable.

Trends shaping the industry

Grocery retail is undoubtedly evolving fast and responding to changing shopper needs is more essential than ever. As shoppers are reprioritising how they spend their time, fast and convenient shopping is no longer optional - it’s essential. With the next shopping trip just one click away, physical stores need to earn the shopper’s visit with categories such as fresh fruit and vegetables that lend themselves to create outstanding experiences. And as shoppers demand action in the area of sustainability, retailers and brands are looking for ways to decrease their own footprint, and to help shoppers to live more sustainably.

Translating industry trends into winning physical stores

In order to help customers address these trends, HL presented a wide range of solutions to help retailers serve shoppers in stores that are easy to manage, and a joy to shop.

Fruit & vegetables

The #1 profit driver for most grocery stores, research shows this category is crucial for driving footfall and basket size. Key to win in this category is to create abundant fresh produce displays without the need for large inventory that can be lost through shrink. Sigma™ from HL is a modular merchandising system proven to increase sales and reduce waste in this key category.

Food & beverages to go

Given sales of on-the-go products are forecasted to outgrow sales of other store categories in coming years, meeting shoppers’ growing demand for meals that require limited to no preparation is a significant opportunity for grocery retail. Merchandising solutions such as Roller Track™ allow for attractive product presentation of a variety of packaging formats in limited spaces with minimum maintenance.

Confectionery & snacks

While many shoppers continue to look for indulgence when it comes to confectionery and snacks, a growing number prioritizes healthy snacking and portion control. Reducing packaging waste, however, is a unifying concern for all. 4eBin™ is a solution for packaging-free merchandising. It is made from recycled plastic and offers shoppers the possibility to choose their own product mix and quantities while reducing unnecessary packaging waste.

Health & beauty

Creating an omnichannel experience connecting online with the brick-and-mortar environment presents an opportunity to engage and delight technically savvy shoppers. Attractive product presentation with minimum maintenance is key to deliver inspiring shopping experiences in this category. Multivo™ is a shelf merchandising system made from recycled plastic that simplifies the daily work of refills, front-facing and planogram changes so staff is free to engage with shoppers.

Ambient and pantry staples

Usually a low engagement category for shoppers, ensuring products are always available and neatly merchandised is essential. Multivo™ Max is a flexible pusher system that is suitable for a large variety of packaging formats and avoids perceived out-of-stocks thanks to automated front-facing.

Guest speakers during the week

In line with HL's ambition to be the undisputed leader in their industry, working with industry experts as well as academia to lead innovation and sustainability is key. During EuroShop, HL therefore invited guest speakers to the stand to share their expertise within the fields of shopper psychology, retail development, and sustainability:

- Tony Durham, Shopper Psychology Expert provided perspective into how understanding shopper behaviour helps to drive profit
- Jens Torchalla, Partner at Oliver Wyman, talked about megatrends in retail
- Sebastian Welling from IVL (Swedish Environmental Research Institute) provided insights into how retailers and brands can reduce their environmental footprint.

During the five days of the fair, a total 137 HL Team members from 42 countries took turns in welcoming the many thousands of visitors that came to the HL stand. HL Group CEO Nina Jönsson, HL Group Commercial Director Björn Borgman, and HL Group Marketing Director Peder Clason were all in attendance for the duration of the fair together with the team meeting both existing customers and partners, as well as laying the foundation for new partnerships "We are thrilled with the number and level of customer interactions during the fair, as well as the resulting business opportunities", says Nina Jönsson. "EuroShop 2020 was a great success for HL. We already have installations in 295 000 stores across the world, and we look forward to help more customers create better shopping experiences."

About HL

Founded in 1954, HL help retailers and brands around the world to create attractive and profitable in-store environments that strengthen the consumer's shopping experience. With solutions installed in 295,000 stores worldwide and a presence in more than 70 markets, HL partner with customers to grow sales, drive automation, inspire shoppers and reduce waste.

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