Optimal™

Clear and attractive
shelf segmentation

Technical sheet

We are **supporting our customers** on their journey to a more sustainable store

Sustainable Choice

The better shopping experience

Recycled plastics

Recycling is key to reducing waste and moving from a linear to circular society. We have invested in equipment to enable us to recycle our own factory scrap, making sure that as little material as possible is wasted in the production process. In addition, we are sourcing postconsumer recycled material from external suppliers. Availability differs between different types of plastics. Most often recycled material is mixed with virgin material to ensure that our high-quality demands for the end product is met. Increased recycling is an efficient way to decrease the environmental footprint today.

By decreasing the usage of virgin fossil based plastics we, together with our customers, have the possibility to reduce the carbon footprint of the retail business. We are proud to offer HL Sustainable Choice, a growing range of sustainable merchandising solutions made of renewable or recycled materials.

All Optimal™ PET dividers are partially made from recycled PET. They are transparent and available in all sizes and for all front types, breakable and non-breakable.

Well-merchandised shelves, no matter the product

Optimal™ ensures neat and tidy shelves, works for many packaging formats and sizes and with all types of shelving - even in coolers.
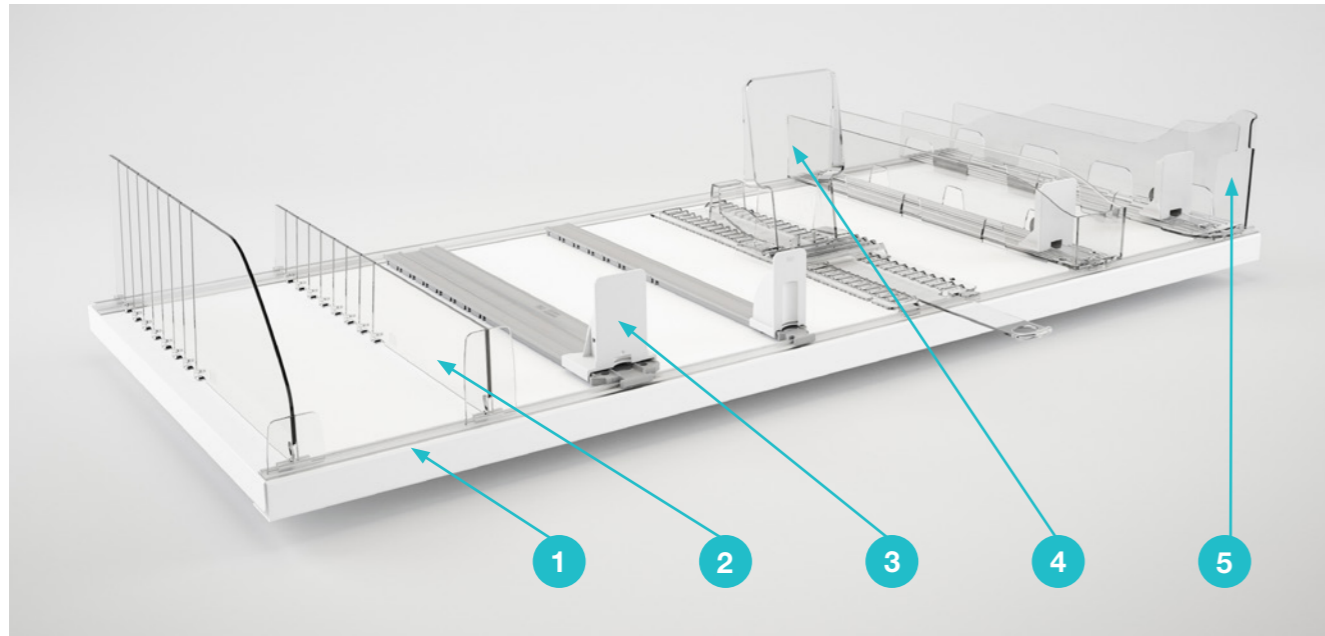
Key benefits

/ Ensures perfect product presentation
/ Easy to install and adjust
/ Ambient- and cooler-friendly

Recommended categories

/ Health and Beauty
/ Beverages
/ Spices
/ Bagged salad
/ Dairy (sliced cheese)
/ Pre-packed deli and meat
/ Cold cuts (ham, bacon etc.)
/ Canned food
/ Block of chocolate
/ Toys

Range overview

| 1 | 2 | 3 | 4 | 5 |

Neat and tidy shelves

Optimal™ is easy to install and adjust. The system includes dividers, pushers, trays and other accessories, and works with all types of shelving.

1
Rail
Rails for non-wire, wire or angled shelves.

2
Divider
Dividers with different heights, lengths and fronts.

3
Pusher
For automatic front feeding.

4
Backsupport
Adjustable back support is especially designed and adapted for pre-packed and vacuum packed products.

5
Tray
Trays adapted for different package types like beverage and baby food.

Rails

With the smart back rail the dividers can be adjusted from the front, no need to click the divider at the back, just hook it onto the back rail and fix it to the front T-rail.

|	Front T-rails		Back rails
	Standard T-rails	**with front riser**	
Non-wire shelves Std Mounting: Magnetic tape. Std height OFRK: 30, 40, 60, 80 mm.	OPB	OFRK	OBR
Angled non-wire shelves Std Mounting: Foam tape TTF19. Std height OFRK 80 mm. Std angle OFKR 30˚.	OPHW	OFRK80A	OBRW+
Wire shelves (Fits wire shelves with wire diameter 2.8 - 3.0 mm). Std Mounting: Clips (are included). Std height OFKR 60 and 80 mm.	OPH-OW3.0	OFRK-OW3.0	OBR+ OW3.0

Dividers

Dividers are available with different heights, lengths and fronts. Standard lengths for dividers are 385, 485 and 585 mm. Breakpoints at 25 mm intervals (total 200 mm) makes it possible to adapt different shelf depths. Material: Recycled PET.
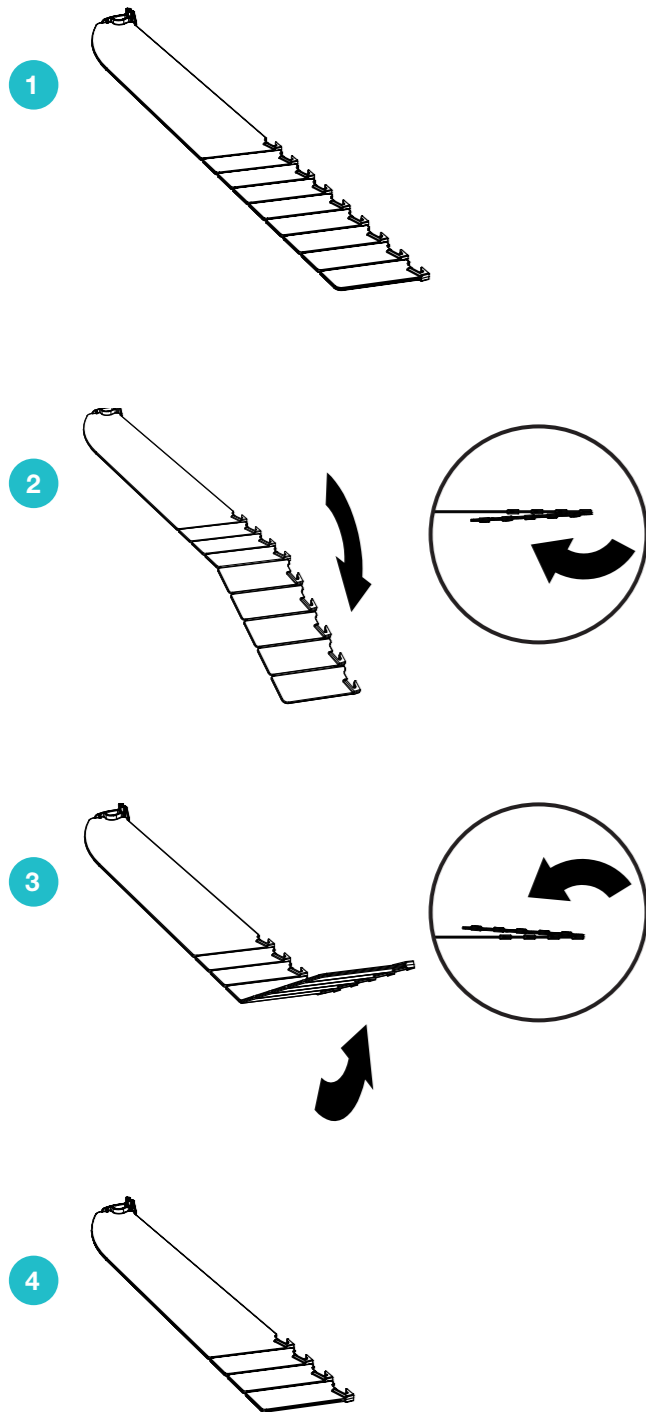
Dividers

	Height 25mm	Height 60 mm	Roller Track™ Height 60 mm	Height 120mm	Height 200mm
Straight front	OPT-AVD25B+	OPT-AVD60B+		OPT-AVD120B+	OPT-AVD200+
T-front 30 mm		OPT-AVD60BT3+		OPT-AVD120BT3+	
T-front 60 mm		OPT-AVD60BT+	RT-OPT-AVD60T		
T-front 80 mm				OPT-AVD120BT+	
T-front 120 mm				OPT-AVD120BT12+	
T-front 180 mm					OPT-AVD200T+

Pushers

Optimal™ pushers help to front face products on the shelf. They are compatible with front (T-rail) and back rail and breakable every 25 mm. The Optimal™ pusher spring feeding force can be adjusted to weight and packaging in order to achieve the perfect front-facing result. The push feed is warrantied up to 10 000 re-stocks. Material: ABS.

OP25B+
Width: 25 mm.
Length: 185 - 385, 285 - 485 and 385 - 585 mm.

OP50B+
Width: 50 mm.
Length: 185 - 385, 285 - 485 and 385 - 535 mm.

SMP40B
Total width: 48 mm.
Minium length: 285 mm.
Maximum length: 485 mm.

Slow motion pusher

Allows for space optimisation as it is suitable for double- and triple-stacking of light and fragile products as well as anti-theft solutions.

Back support

The Optimal™ adjustable back support is especially designed and adaped for pre-packed and vacuum packed products. The back support system consists of a toothed track and movable clear back plate. The manual feeding pin tool gives the possibility to front face products fast and easy. Material: PET.

Adjustable back support

	Back support	Toothed track	Feeding tool
Small	**OPRS** Width: 65 mm. Height: 130 mm.	**OPSS** Width: 285 - 485 mm. Height: 55 mm.	
Large	**OPRL** Width: 95 mm. Height: 150 mm.	**OPSL** Width: 90 mm. Length: 384, 439, 483, 538 and 582 mm.	**OPRL-PIN** Length: 385, 435, 485, 535 and 585 mm.

Free standing back support
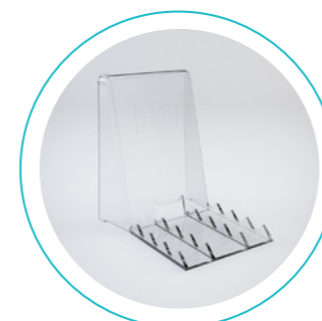
GBRN
Width: 90 mm.
Length: 384, 439, 483, 538 and 582 mm.
Height: 135 mm.

Trays

Optimal™ trays keep bottles, cans and jars front-faced, reducing the time spent organising shelves. Suitable for both coolers and ambient temperatures, Optimal™ trays are made to fit a variety of shelving depths and can be used as gravity on angled shelves or with pushers on flat shelves. Material: Polycarbonate/PETG.

NEW beverage tray (width 60 mm) designed for 330 ml sleek cans.

OPT-TRAY BEVERAGE 60 GRAVITY & PUSHER OPTION AVAILABLE.
Width: 60 mm
Length: 360, 385, 435, 485, 500, 510, 560 and 585 mm and 385 - 485 mm, 485 - 585 mm. Adjustable with two break points.

OPT-TRAY BEVERAGE 68 GRAVITY & PUSHER OPTION AVAILABLE.
Width: 68 mm
Length: 360, 385, 400, 435 (gravity only), 485, 500, 560 and 585 mm

OPT-TRAY CRISPS
Width: 78 mm
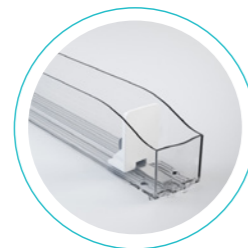Length: 385-485 mm with possibility to extend with a special tray length extension. Adjustable with two break points.
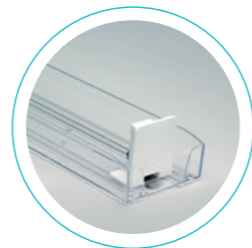
OPT-TRAY TOBACCO
Width: 30, 45, 57, 59, 74 mm
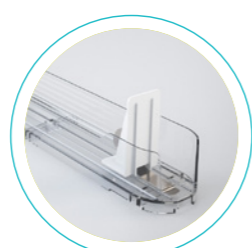Length: 185, 210, 235, 260, 270, 280, 285, 310, 360, 385, 410 mm
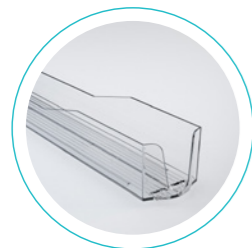
OPT-TRAY BABY FOOD
Width: 62 mm
Length: 385, 400, 435, 485, 500 and 535 mm

OPT-TRAY ROUND
Width: 50, 52 mm
Length: 385 - 485 mm
Adjustable with two break points.

OPT-TRAY PUSHER SPICES
Width: 45, 53 mm
Length: 600 mm
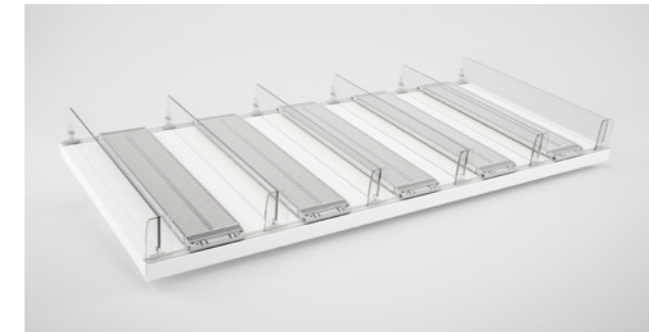Adjustable with three break points at: 330, 450, 525 mm

OPT-TRAY SPICES
Width: 44, 46 mm
Length: 385 - 485 mm
Adjustable with two break points.

Combined with Roller Track™ or Glide mats

Optimal™ T-rail can be combined with Roller Track™ tracks. Add single or double tracks with pusher or tilt the shelf for a gravity solution.
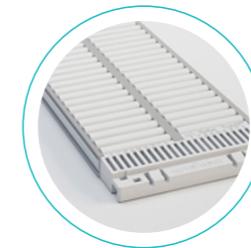

Gravity solution

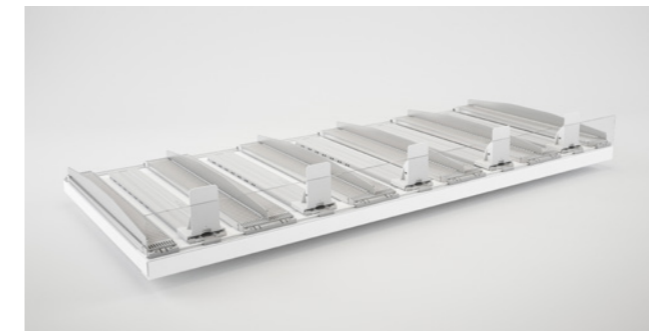Combine Optimal™ dividers with Roller Track™ tracks on a angled shelf.

OPB
Optimal™ t-rail

RT OPT-AVD60T
Optimal™ divider

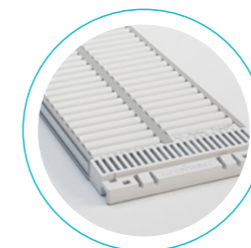**GTDO**
Roller Track™ or Glide Track

Pusher solution

Combine Optimal™ pushers and front riser with Roller Track™ tracks and dividers. Use Roller Track™ dividers in the track slots to segmention.

OFRK
Optimal™ t-rail with fronriser

OPB
Optimal™ t-rail

GTDO
Roller Track™ or Glide Track

RT-AVD25
Roller Track™ divider

RT-OP50-X-
Optimal™ pusher

An invisible time saver to keep shelves in order

Scan to read more and
watch product video!

HL DISPLAY AB
Cylindervägen 18 Box 1118
131 26 Nacka Strand, Sweden

Tel +46 8 683 73 00

www.hl-display.com
info@hl-display.com