



Packaging-free merchandising addresses consumers' sustainability demands

As more consumers are striving against plastic waste, and governments are passing more packaging legislation, the demand for packaging-free merchandise continues to rise.

The increasing consumer appetite for loose groceries has seen bulk product merchandising expand from zero waste stores to mainstream retail from hypermarkets to convenience stores. The kind of products offered in the stores has also widened from dry foods to liquid products. To meet the rising demands of the refill market, HL offers innovative packaging-free merchandising solutions to assist retailers and brand suppliers to meet the sustainable approach to shopping.

For consumers, sustainability has become an important purchasing criterion. Research* shows that 79% of European consumers think supermarkets could do more to reduce their packaging and food waste. A survey shows that about 74% of consumers want more refill and reuse options in the stores**. Shoppers are choosing personalisation, buying only what they want without having to purchase a whole bag of food they do not need. That way, they avoid packaging waste and enjoy some savings as well.

“To cater to the growing demand, our packaging-free solutions aim to support our customers in offering refillable products, to help them address consumers' concerns around packaging waste. It's also a way to assist them to fulfil legislative requirements in the retail industry. Given the current economic climate when consumers are cost-conscious, lower-priced packaging-free products can be an added incentive for consumers to shop more sustainably and save. In the long run, it also helps our customers build their sustainability credentials and shopper loyalty,” says Björn Borgman, HL Display Chief Executive Officer.

HL's merchandising solutions which promote sales, and reduce food and plastic waste across many markets and store formats:

- **Gravity bins**
 - 4eBin™ is made of virtually unbreakable material approved for storing food. Gravity bins can be mounted on racks or floor stands and are compatible with our Ad'Lite™ lighting range.
 - PodBin™ - a refill option that addresses concerns about product traceability, in-store handling and opportunities for communication and branding. Comprised of a sealed PodBox™ developed by Smurfit Kappa, the pod prevents tampering and improves product preservation. Replenishment is done easily by switching the boxes. The availability of space for communication is an added advantage for branded goods suppliers.

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- **Liquid bin**
 - FlowBin - caters to packaging-free merchandising for liquid products like detergent or shampoo. No electricity is required. It is easy to use, simple to replenish and made for safety.
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- **Scoop bins**
 - 3eBin™ and GoMix are designed with dust-proof covers to protect merchandise and are approved for food contact. Easily installed on shelves or brackets and can be pulled out for refilling without having to remove the bin from the fixture. There are multiple bin configurations of different sizes, which can be complemented by our Ad'Lite™ range.

Growing awareness about the impact of consumer activity on the environment has inspired them to reduce waste. More consumers are taking initiative to shop sustainably. Businesses are adapting operational practices to build their sustainability credentials and earn shopper loyalty and trust. Ultimately, the success in reducing packaging waste is a joint effort by all stakeholders.

Sources:

*2019 European Grocery Insights Data report, UK, France, Germany, Rubicloud.

**Eunomia, Zero Waste Europé Réseau Vrac 'Packaging free shops in Europe', June 2020.'

About HL

HL is a global leader in in-store merchandising and communication solutions, helping customers to create a better shopping experience around the world. Founded in 1954, HL today is present in more than 70 countries and solutions can be found in 295,000 stores, helping customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and retail non-food.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 27 markets as well as distributor partners covering the remaining markets globally. There are five production facilities located in Sweden, Poland, the UK, and China, that handle a variety of industrial processes, including plastics and metal fabrication, printing, and assembly.

The company has 1,100 employees and net sales of 1,700 MSEK. HL is a wholly owned subsidiary of the listed Swedish Ratos Group.

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