



HL exhibits proven solutions to win in the physical store at EuroShop

In the competitive retail industry, retailers and brand suppliers face a challenging task: balancing investments in delivering experience, convenience, and sustainability while increasing store efficiency and shopper value.

At EuroShop, the world's #1 retail fair, HL will showcase proven solutions to address the challenges. [Find out more!](#)

Trends shaping the industry

Today, shopper expectations are higher. They demand value, fast and convenient shopping. To offer a worthwhile alternative to online shopping, physical stores need to earn the shopper's visit with categories such as fresh fruit and vegetables that lend themselves to creating outstanding experiences.

Sustainability is increasingly becoming a requirement, and retailers and brands are looking for ways to decrease their carbon footprint. To invest in sustainability and experiences, retailers need to drive efficiency in the stores and supply chain. Most importantly, since retailers are exploring ways to increase their profits to compensate for lower margins from online business or set competitive prices, store efficiency is a crucial factor in profitability. Confronted by high labour costs or labour shortages, stores would need to simplify work for their employees.

Therefore, shelf automation plays a key role in operational efficiency. "In a fast-paced environment where labour is scarce and increasingly expensive, operating efficiently is necessary to drive profitability. We help our customers to manage effectively with merchandising solutions that have been proven to ensure productivity in the store and provide a rewarding shopping experience," says Björn Borgman, HL Display Chief Executive Officer.

Translating industry trends into winning physical stores

To help retailers and brands address these trends, HL will showcase proven solutions at EuroShop 2023 to help them to win in the physical store – to create attractive, profitable, and more sustainable stores that are easy to manage and a joy to shop at.

HL's proven solutions help minimise repetitive tasks, reduce labour hours and make work more efficient, as well as create a better shopping experience.

Some categories to explore:

Fresh produce

HL will show how to create abundant fresh displays without the need for a large inventory that can be lost through shrinkage. At the same time deliver a rewarding shopping experience. One of the solutions to be exhibited is Sigma™, a modular merchandising system proven to increase sales and reduce waste. In-store results have shown as much as a 30% sales uplift.

Beverages

The beverage category is one of the biggest categories across Europe and a driver of footfall for convenience stores. Efficient merchandising is essential to enable staff to refill chillers faster whilst maintaining a front-facing position. One of the solutions is Facer™ which reduces the risk of overfilling while ensuring well-merchandised products.

Another solution is Roller Track™ - a shelf-ready gravity feed system that offers full visibility of products and makes out-of-stocks detectable immediately.

Chilled and food to go

The chilled food segment is one of the fastest growing segments in the food industry. With shelf automation, staff can complete their tasks quicker and reduce labour hours, and it can also help to reduce energy usage as doors to chillers do not need to be open for too long. For example, Multivo™ Max and Next™ ensure well-merchandised shelves and efficient space usage while saving time on daily maintenance. For Multivo™ Max and Next™, results show a sales uplift of up to 45% in various store categories.

Packaging-free merchandising

Packaging-free products in the dried food categories like nuts and cereals are getting popular compared to the packed product alternatives. Shoppers can choose the exact product mix and quantity they want, avoid waste, and enjoy some savings. HL's range of packaging-free solutions, such as scoop bins, and gravity bins, including the recently introduced PodBin™ and FlowBin, help to reduce packaging waste. It is also a way for retailers to build their sustainability credentials and differentiate from the competition.

Confectionery

Confectionery and snacks are sold in all forms of packaging that vary in colour, shape, and size, and sales are highly impulse-driven. HL's automated solutions like the pushers and trays create well-organised shelves where products are always front-faced and require less labour when restocking. The popular solutions on display are Next™ and Multivo™ Max, the pusher tray systems allow more products to be displayed and increase visibility. In-store installations show a sales uplift of as high as 27%.

Frozen

In the frozen foods category, sales in Europe over the past years reflect a positive development. Managing frozen food with shelf automation helps to reduce repetitive tasks, and ensures work is completed quicker. It in turn can help to reduce energy consumption as freezer doors are not opened for prolonged periods. Two recommended solutions are Multivo™ Max and Next™ which help to achieve perfect front-facing while reducing time incurred in shelf management and ensuring efficient space usage. With Multivo™ Max, results show sales increased by more than 10% for frozen produce.

Health & Beauty

This category is driven by trends and innovation and has a large assortment that is changing constantly. One of the solutions which create well-organised shelves and require less labour when refilling is Multivo™. Results show up to 15% sales uplift in the Health & Beauty section.

Pantry/Ambient

First impressions count, and it is important to avoid a perceived out-of-stock impression which is likely to cause lost sales. Keeping shelves organised with automated front-facing solutions avoids perceived out-of-stock impressions and helps reduce the time needed for shelf maintenance. Solutions range from Next™ and Multivo™ Max pusher trays to Roller Track™ gravity feed system which ensures automated front-facing and labour-saving in addition to optimising the retail space.

To support retailers to get closer to their sustainability objectives, a range of innovative and more sustainable solutions at the exhibition will bring to light how they can strengthen their sustainability credentials and create differentiation. The HL EuroShop stand is also designed and built with sustainability in mind – with every effort made in selecting recycled materials. HL also offers custom-made solutions to cater to special design requirements to help brands stand out in the store.

Guest speakers in attendance

An exciting line-up of guest speakers will appear at HL's stand on the respective dates:

- February 26, Sunday: Fabian Eichemeyer, store owner of Rewe will talk about shelf automation.
- February 27, Monday: Arnaud Lecat, of SES Imagotag will share his expertise on ESLs, sustainability, and circular offer.
- February 28, Tuesday: Sebastian Leflund, CEO and Fanny Toyos, Partner Relationships from maYam will speak about traceability and shopper journey in packaging-free.

The ultimate objective is to help retailers and brand suppliers deliver an authentic shopping experience to make the shopping trip worthwhile and win in the physical store.

Visit us at:
EuroShop 2023
Hall 04, stand A05

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 goods suppliers and retail non-food.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 26 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 Business Group Ratos.

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