ESL
Solutions for electronic shelf labels

Assortment catalogue
SESimagotag by
VusionGroup

Hl.

The better shopping experience

Creating a better **shopping experience**

The retail landscape is rapidly evolving, and as today's retailers are trying to keep up with tomorrow's shoppers, the adoption rate of Electronic Shelf Labels (ESLs) is accelerating. ESLs are setting a new standard for retail price communication, displaying centralised updates in no time – without a drop of ink needed.

HL has supplied secure ESL holders to more than 10,000 different stores since the beginning of the industry, and our extensive range promises to provide the perfect fit for your store setup.

With a passion for retail development and pride in execution, we partner with our customers to grow sales, inspire shoppers, drive efficiency, and reduce waste.

About HL

HL is an international supplier of store solutions for improved experience, efficiency, and sustainability. HL's offer includes products within store communication and merchandising solutions as well as lighting systems, secondary display and bespoke solutions and services. Our solutions are installed in 330,000 stores in more than 70 markets around the world and we are proud to be partners of the biggest retailers and brands.

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Proven and reliable ESL solutions for every need

When investing for the future, the only true investment is something that will last: whichever ESL brand you pick, you need an attachment solution that will secure the long-term results and withstand the wear and tear of the retail environment.

Partnership for success

When partnering with HL, we will take you through the necessary steps to secure good results from your investment – from working out the right attachments for your specific setup, to implementation in your store. And with our local HL representatives, you always have someone on the ground ready to assist you.

Easy and flexible

The solutions we offer are easy to use, present the labels in the best possible way, and are designed and manufactured to resist the high impact risks that shelves are exposed to.

We provide profiles for most types of shelves in the market, with add-on opportunities to highlight your offer even further. For a flexible solution that lets you combine your ESLs with a wide range of communication devices, then one of our carrier rail systems is a winning choice.

Single attachments

In categories such as Fruit & Vegetables and Deli, single attachments are often necessary. To cater to these needs we offer a wide assortment of clamps and stands.

HL attachment solutions are compatible with:

/ Accessories for promotion and branding

/ Dividers and other merchandising systems

/ Ad'Lite™ for shelf light

Four different systems for the shelf edge

We offer four different shelf edge communication systems, each with a unique set of benefits.

**Classic ESL rail
Practical and easy to use**
A classic ESL rail runs the length of the shelf. ESLs are clicked into place. The rails have been designed to securely hold the labels and to withstand the wear and tear of the retail environment.

Benefits:
/ One-piece solution
/ Offers on-top protection
/ Possible to combine into two-piece functionality

**Slimline™
The original carrier rail**
Slimline™ is the original carrier rail. A carrier rail offers true flexibility when it comes to communication options. ESLs, paper labels and shelf talkers of all sizes can be attached with holders that click on to the carrier rail.

Benefits:
/ The slim profile allows for tightly set shelving
/ A wide range of click-on communication accessories
/ Rails for most shelves on the market

**Slimline™ Ultra
Modern look, smart features**
Slimline™ Ultra is our latest carrier rail. With an updated design and new features it's Slimline™ supercharged. Use holders to attach ESLs and other communication devices.

Benefits:
/ Same benefits as Slimline™ with updated design and features
/ Integrated angle adjuster
/ Insert Ad'Lite™ LED bar for optimal shelf edge illumination

**CosmeLine™
Specially designed for drugstores & pharmacies**
CosmeLine™ is designed for drugstores and pharmacies. It is the most complete shelf edge communication system on the market, used for price, product and brand communication.

Benefits:
/ Exclusive look and feel
/ Integrated slots for branding clips, glorifiers and Ad'Lite™ LED bar
/ T-rail for Optimal™ dividers

Get the intel to plan your investment, from HL's ESL attachment aficionado Gustaf Svedin.

3 customer insights to make ESLs a long-term investment

Gustaf Svedin, Product Manager at HL Display, has been working with ESL attachment solutions for many years, and has helped countless customers fit their ESLs perfectly. He often finds that the whole ESL solution, once in place, delivers even more possibilities than the customer anticipated – making it all the more important with holders that stand the test of time.

– Our customers see both expected and unexpected benefits when going from paper labels to ESLs. A quick way to streamline price updates is usually the part that gets the customers to consider the transition in the first place, but

when you have the solution in store you discover that there is so much more you can do. Inventory management for one thing, is something that isn't usually top of mind when it comes to shelf labels – but with ESLs it's possible!

Top tips

Through his experience with the products, he has gained valuable insight and happily lends his knowledge to help customers "be wise before the event" instead of after, because there are pitfalls that can be avoided. These are his top 3 tips:

1.

If you want to switch to an ESL solution, your choice of holders will be vital. They need to be made of retail-proof, durable material – we work in an environment where the shelves and labels endure a lot of physical stress every day.

2.

In a general store setup, you find many different shelf solutions, which means that you will need different ESL holder solutions – this doesn't have to be a problem if you make sure your provider has a wide range and can guide you to the right choices.

3.

It will be a big plus if your attachments have a hinge function, that allows you to flip-up the holders so you can angle them correctly to maximise price visibility for the shopper.

Designed to fit with maximum visibility

Our team of design engineers has decades of experience working with ESL attachments. They work hand in hand with our inhouse tool makers to make sure that all attachments have the perfect fit. Combining design, toolmaking and production under the same roof, assures a fast and reliable process for developing new products.

Height recommendations for ESLs

All our profiles for electronic labels can be angled in order to provide better price visibility for the shopper.

1. Shelves above 130 cm
Use a minus angle or 0°.

2. Shelves below 130 cm
Recommended reading angles for ESL cassettes:
A. Base level: 45–60°
B. Below 90 cm: 45–50°
C. Between 90 and 130 cm: 0–30°
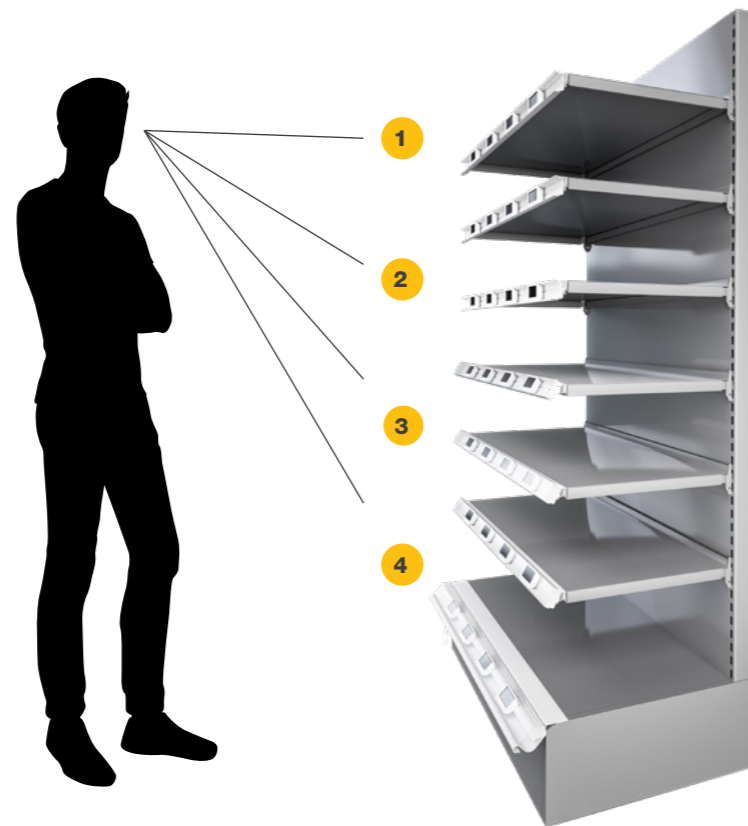
3. Shelves below 90 cm
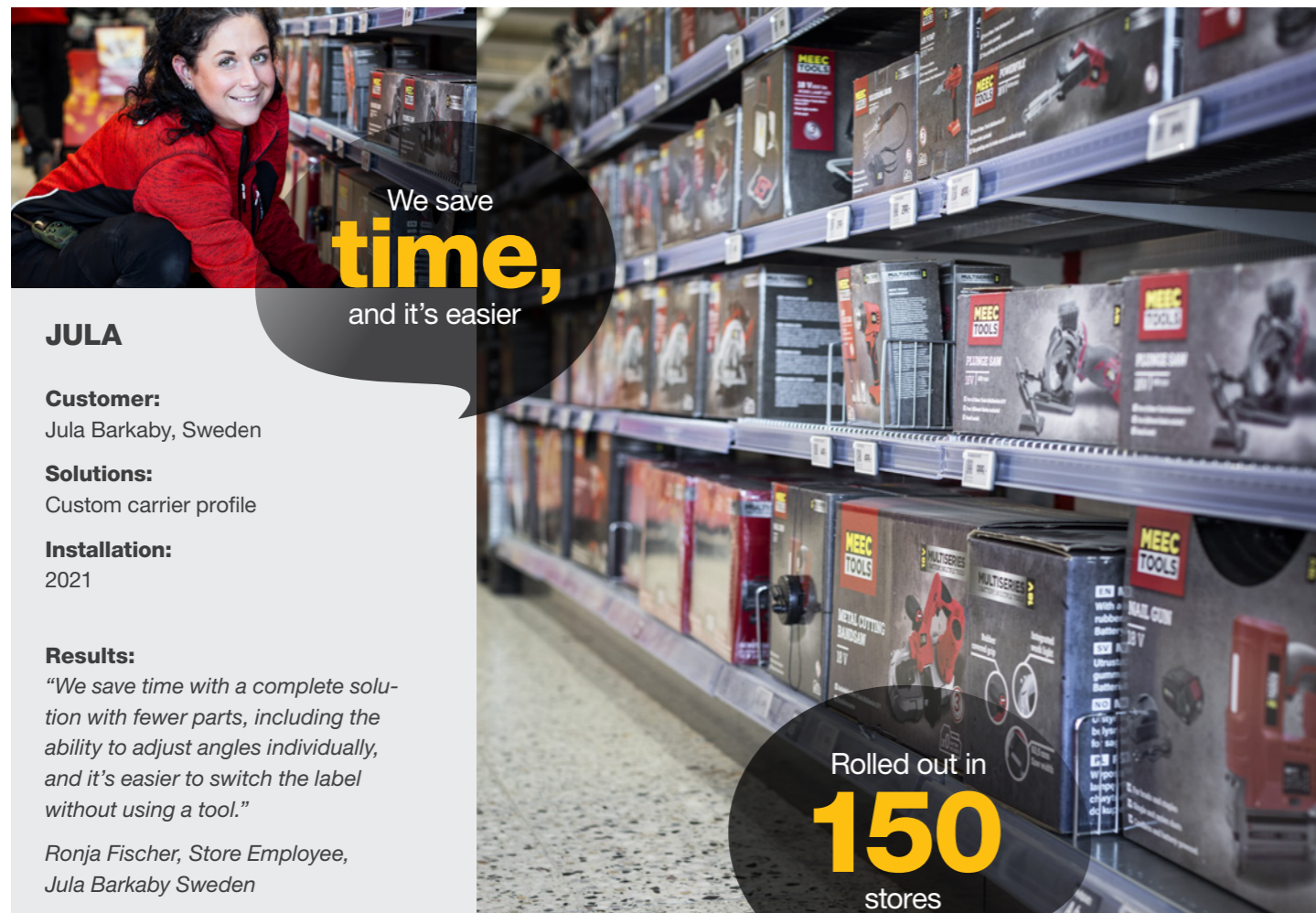Damage due to tearing or collision at the shelf sides can occur when trolleys are used in stores. Protection against shocks from trolleys, scrubbing or pallet trucks is recommended.

4. Base level
Risk of frontal collision from scrubbing or pallet trucks. Bumper is recommended.

We save **time,** and it's easier

JULA

Customer:
Jula Barkaby, Sweden

Solutions:
Custom carrier profile

Installation:
2021

Results:
"We save time with a complete solution with fewer parts, including the ability to adjust angles individually, and it's easier to switch the label without using a tool."

Ronja Fischer, Store Employee, Jula Barkaby Sweden

Rolled out in **150** stores

BILLA

Customer:
Billa, Bulgaria

Solutions:
ESL holders in entire store

Installation:
2021-2023

Results:
Rolled out in 150 stores

Project with HL partner
Display Bulgaria

"We were looking for an option for higher quality and durable profiles that fix and better display our electronic price tags.

From the very beginning, we were given a range of options and solutions for different types of retail equipment, we received adequate and timely professional advice from our point of contact, and the strips are just that, what we were looking for."

Vladimir Rashev, Manager of Technical Department, Billa Bulgaria

Close the loop on plastic with HL Circular Offer

When switching to ESLs and choosing your attachments, you have an opportunity to make a choice that makes a difference in the long run – and not only from a retail longevity point of view.

Valentine Bourgal, Sustainability Manager at HL, welcomes all progress towards a greener retail business. And with teamwork, there is a chance to make an even bigger difference:

– If you are switching from paper labels to ESLs, chances are you will be left with a substantial amount of leftover plastic. But here is a great opportunity to be part of our HL Circular Offer and help close the loop on plastic: when you are choosing HL ESL holders, we can actually collect the old label plastic from your store and recycle it into new products. The end of shelf life doesn't have to be all that dramatic, you know?

As more and more retailers and brands pledge their ambition to become more sustainable, they also need support on their journey.

– We work persistently in pushing forward and finding ways to also help our customers reach their sustainability goals. With Circular Offer we can prevent plastic from being burned – stopping both waste of valuable material and release of CO_2 into the atmosphere.

Get the shoppers' attention

Combine your ESLs with shelf-edge signage to enhance shopper experience and drive sales

A cohesive, well-designed signage strategy strengthens the retailer's brand identity and creates a more appealing shopping environment. By aligning signage with other marketing materials, businesses can reinforce their key messaging and ensure that shoppers are continually reminded of their brand's value. There are different ways to go about it, depending on space, product and message – but most importantly, choose a retail-proof signage option that can reach the shopper where they're receptive.

The value of printed shelftalkers
Printed shelftalkers are a key asset in retail environments. Unlike paper alternatives, plastic shelftalkers offer greater durability, making them a cost-effective solution for long-term use. Vivid, eye-catching colors and high-quality printing help these shelftalkers stand out on crowded shelves, drawing attention to specific products and promotions. Special designs, such as L-bends or LW-bends, ensure a secure fit on datastrips, preventing the shelftalkers from sliding or becoming dislodged.

Click-on covers enhancing flexibility
When paired with Click-on covers, ESLs become an even more powerful tool for in-store promotions. Our Click-on covers can be customized with additional messaging, such as product attributes like "Vegan" or seasonal offers, making it easy to adapt to changing promotions. These covers are simple to attach and remove, enabling retailers to respond quickly to market trends and customer preferences.

HL's reliable expertise and abilities
For high-volume projects, speed, quality, and reliability are critical. Our unique automated heat-bending machines enable us to produce high-quality shelftalkers more quickly than traditional manual processes. With our solutions, retailers can expect superior, repeatable quality, free from sharp edges and imperfections.

We also offer a comprehensive range of complementary merchandising solutions, providing retailers with a one-stop shop for their signage and display needs. Our expertise spans every stage of the process, from design to production, ensuring that each solution is tailored to withstand the demands of the retail environment.

Oh, and did we mention we produce 20 million shelftalkers annually? That's worth promoting on a shelftalker!

Location, location, location…!
Place signage at eye level and shelf-edge, where they are most likely to be noticed, to:

/ **Attract attention** – spotlighting a specific product on a crowded shelf

/ **Highlight promotions** – clearly display offers rather than just communicate price

/ **Create engagement** – to capture attention and drive sales, encouraging customers to buy!

Secure your ESLs for the future

Whichever ESL brand you pick, we have the attachment solution needed ready – made to endure, made to fit, and made for you to create your own opportunities.

No matter which shelf setups you have in your store, we'll help you find the fit for your ESLs.

This is a selection of our most common ESL solutions.
Contact us for more!
Scan the code

Product pages content

ESL carrier rails

Carrier rails are flexible
shelf edge tools
that can serve as
holders for devices,
communication, and
protection.

Classic ESL rails

ESL holder, rail
For imagotag G1 range. To be taped directly onto
the shelf.

Std. Colour: Transparent
Std. Mounting type: Foam tape
Std. Mat: PVC

IMIH

Item	Colour	W	Mount	Tape	No/unit
733138	Transp	48	Foam tape	TF12	500
731512	Transp	76	Foam tape	TF12	500

ESL holder, rail
For imagotag G1 range. For wire shelves. With
hinge for flip-up functionality.

Std. Colour: Transparent
Std. Mat: PVC

IMTK

Item	Colour	W	No/unit
731408	Transp	900	50

ESL holder, rail
For imagotag G1 range. Can be assembled with HL
unique click-on rear part system or taped directly
onto the shelf. With hinge for flip-up functionality.

Std. Colour: Transparent
Std. Mounting type: Foam tape
Std. Mat: PVC

IMSSC

Item	Colour	W	Mount	Tape	No/unit
731873	Transp	895	Foam tape	TF12	50

ESL holder, rail
For imagotag G1 range. For glass shelves. With
hinge for flip-up functionality.

Std. Colour: Transparent
Std. Mat: PVC

IMGLS7

Item	Colour	W	No/unit
731499	Transp	660	50

Classic ESL rails

ESL holder, rail
For SESimagotag Vusion range. To be taped
directly onto the shelf.

Std. Colour: Transparent
Std. Mat: PVC

IMV

Item	W	Mount	Tape	No/unit
463351	1238	Foam tape	TF12	50
457450	1250	Foam tape	TF12	50

ESL holder, rail
For SESimagotag Vusion range. For single wire
shelf, 6-7 mm diameter. With hinge for flip-up
functionality. Use adapter to change angle. Slot for
insert for colour segmentation.

Std. Colour: Transparent
Std. Mat: PVC

IMVTKH

Item	Colour	W	No/unit
458614	Transp	595	25
458319	Transp	1000	25
457799	Transp	1250	25

ESL holder, rail
For SESimagotag Vusion range. Can be assembled
with HL unique click-on rear part system or taped
directly onto the shelf. With hinge for flip-up
functionality. Use adapter to change angle. Slot for
insert for colour segmentation.

Std. Mat: PVC

CIMV

Item	Colour	W	Mount	Tape	No/unit
463784	Transp	80	Foam tape	TF12	500
468878	Transp	985			50
463716	Transp	1235			50
463237	Transp	1318			50

ESL holder, rail
For SESimagotag Vusion range. For glass shelves,
6-8 mm. With hinge for flip-up functionality. Use
adapter to change angle. Slot for insert for colour
segmentation.

Std. Colour: Transparent
Std. Mat: PVC

IMVGLSH

Item	Colour	W	No/unit
472473	Transp	1000	50
466763	Transp	1250	50

ESL holder, rail
For SESimagotag Vusion range. For Tego shelf.
With hinge for flip-up functionality. Use adapter
to change angle. Slot for insert for colour
segmentation.

Std. Colour: Transparent
Std. Mat: PVC

IMVTEH

Item	Colour	W	No/unit
458611	Transp	1245	50
462585	Transp	750	50
462676	Transp	990	50

ESL holder, rail
For SESimagotag Vusion range. Fits Linde,
Storebest and Tegometall shelves. No hinge. Can
be used in two different angles.

Std. Mat: PVC

IMVLS

	On offer, contact customer service		

ESL holder, rail
For SESimagotag Vusion range. For double wire
shelf. With hinge for flip-up functionality. Use
adapter to change angle. Slot for insert for colour
segmentation.

Std. Colour: Transparent
Std. Mat: PVC

IMVCAWRH

Item	Colour	W	No/unit
456703	Transp	980	50
458603	Transp	998	50
458604	Transp	1230	50
458605	Transp	1248	50

ESL holder, rail
For SESimagotag Vusion ESL. Fits Linde, Storebest
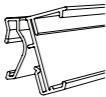and Tegometall shelves. Can be used in two
different angles.

Std. Mat: PVC

IMVLSH

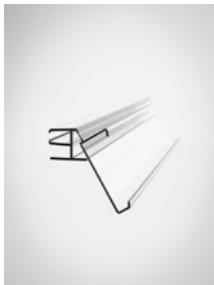| Item	Colour	W	No/unit
471179	Transp	988	50
471180	Transp	1238	50

Classic ESL rails

ESL holder, rail
For SESimagotag Vusion range. Fits ITAB-Pikvall and GWS shelves with "butterfly" fixture. With a 15° angle. With hinge for flip-up functionality.
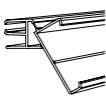
Std. Mat: PVC

IMVGW

Item	Colour	W	No/unit
469962	Black	460	50
469963	Black	585	50
468898	Black	885	50
468900	Black	1185	50

ESL holder, rail
For SESimagotag Vusion range. For single wire shelf front, diameter 5-8 mm. With 30° angle. With hinge.

Std. Mat: PVC

IMVHPH

Item	Colour	W	No/unit
472113	Transp	880	50

Holders for carrier rails

ESL holder, single
For imagotag G1 range. Fits all Slimline™ carrier rails. With hinge for flip-up functionality. Available in lengths that ends with 0,5,8.

Std. Colour: Transparent
Std. Width: 35, 37, 65, 80 mm
Std. Mat: PVC

IMSSF

Item	Colour	W	No/unit
456323	Transp	82	50

ESL holder, single
For SESimagotag Vusion range. Holder for Slimline™ carrier rails. With hinge for flip-up functionality.

Std. Colour: Transparent
Std. Mat: PVC

IMVSSF

Item	Colour	W	No/unit
458202	Transp	45	50

ESL holder, rail
For SESimagotag Vusion ESL. Used with Slimline™ Ultra carrier profiles. With hinge for flip-up functionality.

Std. Mat: PVC

SUIMVN

Item	Colour	W	No/unit
466511	Transp	45	50
466452	Transp	60	50

ESL holder, single
For imagotag G1 range. Holder for Cosmeline™ carrier rail. Can be set in two angels for optimal readability of labels.

Std. Colour: Transparent
Std. Mat: PVC

IMORX

Item	Colour	W	No/unit
733588	Transp	37	50

Holders for carrier rails

ESL holder, single
For SESimagotag Vusion range. Holder for CosmeLine™ carrier rail. Can be set in two angles for optimal readability of labels.

Std. Colour: Transparent
Std. Mat: PVC

IMVORX

Item	Colour	W	No/unit
460353	Transp	40	50

Rails with extra protection

Bumper with Slimline™ rail
For bottom shelving. Can be screwed for added security. Built-in Slimline™ carrier. Used together with the Slimline™ single holder.

Std. Colour: Available in different colours
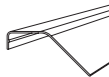Std. Mounting type: Foam tape

BMP

Item	Colour	W	Mount	Tape	No/unit
376026	Cream W13	1328	Foam tape	TTF12	25
464206	Grey S5	1330	Foam tape	TTF12	25

Front cover
Front cover for bumper BMP

Std. Colour: Transparent
Std. Mat: PETG

BMPF

Item	Colour	W	No/unit
383018	Transp	885	25
376022	Transp	1328	25

ESL holder, rail
With integrated transparent cover. Fits the most normal sized labels on the market. With integrated rail for Optimal™ dividers. With hinge function for flip-up functionality. With the use of angle CS2C small, medium or large, angles from 25° to 70°.

Std. Colour: Available in different colours
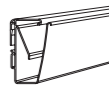Std. Mounting type: Foam tape
Std. Mat: PVC

OP4C

Item	Colour	W	Mount	Tape	No/unit
851588	Cream W13	1325	Foam tape	TF19	40

ESL holder, rail
With integrated transparent cover. Fits most normal sized labels on the market. With the use of angle CS2C small, medium or large, angles from 25° to 70°.

Std. Colour: Available in different colours
Std. Mat: PVC

CP4C

Item	Colour	W	Mount	Tape	No/unit
871948	Grey S24	885	Foam tape	TF12	45
871951	Grey S24	1245	Foam tape	TF12	45
858769	White	1320	Foam tape	TF12	45

Rails with extra protection

Rear parts

Rear parts

ESL holder, rail

For SESimagotag Vusion labels. Can be assembled with HL unique click-on rear part system. With integrated transparent cover. Hinge function for flip-up functionality.

Std. Mat: PVC

CBIMV

Item	Colour	W	No/unit
475416	Transp	988	40
474772	Transp	1000	40
475484	Transp	1238	40

Rear part for profiles

To be used on aluminium bar or two horizontal wires. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CEP-REAR

Item	Colour	W	No/unit
859575	Transp	1245	50

Rear part for profiles

Fits Cefla shelf. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Label H: 26, 30, 39, 52, 60, 76, 80 mm
Std. Mat: PVC

CCSA-REAR

Item	Colour	W	No/unit
861261	Transp	1318	50

Rear part for profiles

For 16-22 mm shelves. With friction material for better grip. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CANT-REAR

Item	Colour	W	No/unit
851192	Transp	100	50
855077	Transp	800	50
851187	Transp	1000	50
851215	Transp	1330	50

ESL holder, rail

For SESimagotag Vusion labels. To be taped directly onto shelf. With integrated transparent cover. Hinge function for flip-up functionality.

Std. Mat: PVC

BIMV

Item	Colour	W	Mount	Tape	No/unit
479661	Transp	1250	Foam tape	TFC12	40

Rear part for profiles

HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder. The rear part and the holder can be purchased separately.

Std. Colour: Transparent
Std. Mat: PVC

CFRW-REAR

Item	Colour	W	No/unit
861788	Transp	1318	50
851153	Transp	1330	50

Rear part for profiles

Fits Linde and Tegometall shelves. Can be used in two different angles. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder. Angles of the price holder differs due to shelf model. Angles Tegometall shelving approx 25° and 45°. Angles Linde shelving approx 10°and 30°.

Std. Colour: Available in different colours
Std. Label H: 26, 30, 39, 52, 60, 76, 80 mm
Std. Mat: PVC

CLST-REAR

Item	Colour	W	No/unit
851145	Transp	988	25
865367	Transp	1318	100

Rear part for profiles

Fits ITAB-Pikval and GWS shelves with "butterfly" fixture. Zero degree angle with possibility to be used with angled profiles.

Std. Colour: Transparent
Std. Mat: PVC

CGW

Item	Colour	W	No/unit
463272	Transp	895	50
461558	Transp	1250	50

ESL holder, rail

With integrated transparent cover. Use with Slimline carrier profile. Fits most normal sized labels on the market. Reinforced holder for protection against impact from trolleys, pallets etc. With hinge function for flip-up functionality.

P4CSF

Item	Colour	W	No/unit
482748	Transp	585	20
480960	Transp	885	20
480967	Transp	1185	20

Rear part for profiles

Fits Hermes Metal C-rail shelf. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CHSAC-REAR

Item	Colour	W	No/unit
864351	Transp	1318	50

Rear part for profiles

For 8-10 mm shelves. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder. The rear part and the holder can be purchased separately.

Std. Colour: Transparent
Std. Mat: PVC

CGLS-REAR

Item	Colour	W	No/unit
867545	Transp	80	100
851162	Transp	1000	50
851163	Transp	1330	50

Rear part for profiles

HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CHRN

Item	Colour	W	No/unit
463774	Transp	890	100

Rear part for profiles

With integrated rail for Optimal™ dividers and slot for front riser. HL unique click system enables assembly with CGC datastrip or ESL holder. Mounted on the top of the shelfedge. Can be assembled with a datastrip.

Std. Colour: Transparent
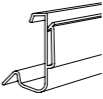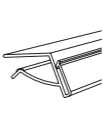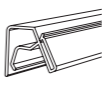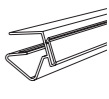Std. Mounting type: Foam tape, Tape
Std. Mat: PVC

COPT-REAR

Item	Colour	W	Mount	Tape	No/unit
855985	Transp	990	Foam tape	TF19	75

Rear part for profiles

For 7-10 mm shelves. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder. The rear part and the holder can be purchased separately.

Std. Colour: Transparent
Std. Mat: PVC

CKE-REAR

Item	Colour	W	No/unit
860573	Transp	70	100
851164	Transp	80	100
851193	Transp	1000	50
851171	Transp	1245	50

Rear part for profiles

For Intrac IMZ25. Use with separate front part.

Std. Colour: Transparent
Std. Mat: PVC

CINT
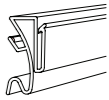
Item	Colour	W	No/unit
457746	Transp	988	50
456718	Transp	1318	50

Rails

Rear parts
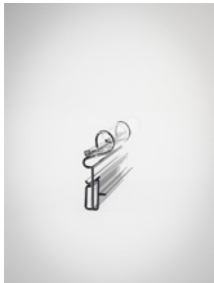
Rear part for peg hook
Use with separate front profile for ESL.

Std. Colour: Transparent
Std. Mat: PVC

CEX

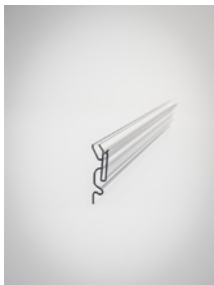| Item	Colour	W	No/unit
471586	Transp	40	50
474567	Transp	68	1000

Rear part for profiles
Fits HV-Bracket. Can be adjusted to three different angles.

Std. Colour: Transparent
Std. Mat: PVC

CPPV

Item	Colour	W	No/unit
481465	Transp	590	50
481464	Transp	890	50

Rear part for profiles
Two-piece rear part for Arneg/Wica aluminum rail. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CARN

Item	Colour	W	No/unit
482806	Transp	50	500

Rear part for profiles
Two-piece rear part for angled wire shelves. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CKEDE

	On offer, contact customer service	

Rear part for profiles
Two-piece rear part for wire shelves, 6-7 mm. HL unique click system rear part that can easily be clicked with a separate CGC datastrip or ESL holder.

Std. Colour: Transparent
Std. Mat: PVC

CTK7

Item	Colour	W	No/unit
482061	Transp	885	75

Assortment catalogue – ESL Solutions for electronic price labels – www.hl-display.com

Single attachments

For categories where single fixtures are necessary, we offer a full range of single holders that will attach to any placement.

Holders for peg hooks

ESL holder for hooks
For SESimagotag Vusion range.

Std. Colour: Transparent
Std. Mat: PVC

EXIMV

Item	Colour	W	Ø	No/unit
462095	Transp	40	11	600
458623	Transp	60	11	600

Connector
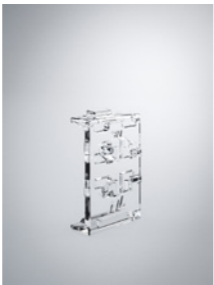
Connector clip for ESL holder
Clip for SESimagotag Vusion labels, fits all labels. Used to attach fixtures from HL's Price Cassette range. Can be used in both landscape and portrait orientation.

Std. Colour: Transparent
Std. Mat: ABS

PC-GADGET-SIV2

Item	Colour	No/unit
197766	Transp	100

Single fixtures

Clamp with cassette connector
Includes: clamp (DELI-CLN), 50 mm arm (DELI-UNBO-50N) and connector (DELI-AD3N). Delivered unassembled. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: White, black

DELIKIT 1A

Item	Colour	No/unit
701155	Black	20

Connector for price cassettes
For attaching price cassettes to the HL Deli products. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: White, black

DELI-AD3N

Item	Colour	No/unit
701099	White	20
700450	Black	20

Stick with cassette connector
Includes: stick (DELI-STICKN) and connector (DELI-AD3N). Delivered unassembled. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: White, black
Std. Width: 75 mm
Std. Height: 60 mm

DELIKIT 2A

Item	Colour	W	H	No/unit
701145	White	75	60	20
701156	Black	75	60	20

Clip for price cassettes
Used together with arm DELI-UNBO-50N. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Black

DELI-CLN

Item	Colour	No/unit
304968	White	20
370006	Black	20

Foot with cassette connector
Includes: base foot (DELI-FOTN), 100 mm arm (DELI-UNBO-100N) and connector (DELI-AD3N). Delivered unassembled. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: White, black
Std. Width: 49 mm
Std. Height: 50 mm

DELIKIT 3A

Item	Colour	No/unit
701146	White	20
701157	Black	20

Ice stick
Used in the ice-bed.

Std. Colour: White
Std. Height: 130 mm

DELI-STICK-ICE

Item	Colour	No/unit
342736		20

Ice stick with cassette connector
Includes: ice stick (DELI-STICK-ICE) and connector (DELI-AD3N). Delivered unassembled. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: White, black

DELIKIT 4A

Item	Colour	No/unit
701147	White	20
701158	Black	20

Svivel arm
Used with sign holder DELI-SHN, DELI-AD3N, DELI-CLN. Approved for use within fresh food areas. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Black
Std. Height: 50 mm
Std. Mat: Polycarbonate

DELI-UNBO-50N

Item	Colour	No/unit
700123	White	20
356784	Black	20

Single fixtures

Svivel arm, large
Used with DELI-SHN, DELI-AD3N, DELI-CLN.

Std. Colour: Black
Std. Height: 100 mm

DELI-UNBO-100N

Item	Colour	No/unit
368733	White	20
356822	Black	20

Clamp for ESL holder
Large clamp for ESLs. Connector needed, see the PC-GADGET-range. Can also be fitted directly to a Price Cassette.

ESL-CLAMP-XL

Item	Colour	No/unit
465078	Black	20

Stick for price cassettes
Used with DELI-FOT-STN or pinned directly into the merchandise. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Black
Std. Height: 95 mm

DELI-STICKN

Item	Colour	No/unit
701100	White	20
701101	Black	20

Clamp, wide grip
For fruit and vegetable categories. Used with DELI-UNBO-50N or DELI-UNBO-100N. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Black

CLAMP-XL

Item	No/unit
373234	10

Foot for svivel arm
Used with arm DELI-UNBO-50N.

Std. Colour: Black
Std. Width: 80 mm
Std. Depth: 100 mm

DELI-FOT-UNBON

Item	Colour	W	D	No/unit
701133	White	80	100	10
701018	Black	80	100	10

Clamp for price cassettes
Adjustable angle and raised position. For HL shelftalker frames and price cassettes. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Transparent

AD-MULTI

Item	Colour	No/unit
700447	Transp	10

Foot for DELI-STICKN
Used with DELI-STICKN.

Std. Colour: Black
Std. Width: 80 mm
Std. Depth: 100 mm

DELI-FOT-STN

Item	Colour	No/unit
701093	White	20
701019	Black	20

Clamp with cassette connector
Maximum grip: 35 mm. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Transparent and white
Std. Width: 27 mm
Std. Height: 112 mm

2130-AD

Item	Colour	W	H	No/unit
132880	Transp/white	27	112	10

Single fixtures

Cassette connector, magnetic
Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Transparent, white
Std. Height: 118 mm
Std. Mounting type: Magnet foot

2132-MGT22-AD

Item	No/unit
132879	10

Hook for price cassettes
Use to hang price cassettes. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Transparent, white
Std. Mat: POM

FXW

Item	Colour	Ø	No/unit
331856	Transp	12	20

Clip for price cassettes
Use on boxes and shelf edges. Adjustable angle.

Std. Colour: Transparent
Std. Mat: Polycarbonate

KKLC-FV

Item	Colour	No/unit
313643	Transp	20

Stand for connector clip
Fits wires etc. with a diameter up to 12 mm. For HL shelftalker frames, price cassettes and connector clips.

Std. Colour: White

AD-FOT

Item	No/unit
700850	20

Clip for price cassettes
For mounting on shelves and various material boxes. Adjustable through 180°. Grip width up to 25 mm. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

Std. Colour: Transparent
Std. Height: 100 mm
Std. Mat: Polycarbonate

KKLC-FV100

Item	Colour	No/unit
325660	Transp	20

Tablestand for Vusion 2.6' labels
The stand can be used vertically or horizontally.

TS-SIV2.6

Item	Colour	W	D	H	No/unit
567571	Transp	80	65	115	100

Hook for price cassettes
Use to hang up and fix price cassettes. Can be used with a connector from HL's PC-GADGET range to attach an electronic shelf label (ESL).

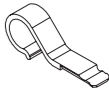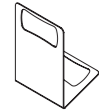Std. Colour: Black, white
Std. Mat: POM

FXW16

Item	Colour	Ø	No/unit
352920	White	16	20
359575	Black	16	20

Tablestand for Vusion 7.4' labels
The stand can be used vertically or horizontally.

TS-SIV7.4

Item	Colour	No/unit
158359	Transp	25

Single fixtures

Tablestand for Vusion 12.2' labels

Std. Mat: PETG
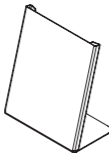
TS-SIV12.2

Item	Colour	W	H	Size	No/unit
567019	Transp	222	262	A4	6

ESL holder for baskets or cardboard, Vusion 4.2
For SESimagotag Vusion range.

BSKT-CLIP-SIV4.2

Item	Colour	No/unit
151682	Transp	70
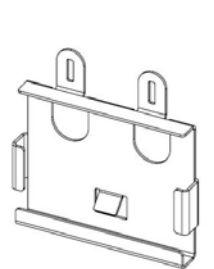
Hanging holder for Vusion 4.2" labels, landscape

Std. Mat: PETG

ESL-HOLDER-HANG-L-SIV4.2
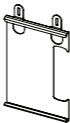
On offer, contact customer service
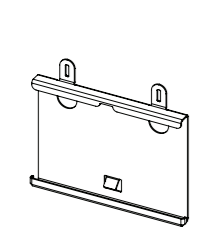
Hanging holder for Vusion 7.4" labels, landscape
Can be used with "HOOK-ESL-HOLDER-HANG" or regular S-hook.

ESL-HOLDER-HANG-L-SIV7.4

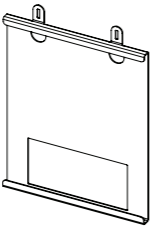| Item	No/unit
172678	10

Hanging holder for Vusion 7."4 labels, portrait
Can be used with "HOOK-ESL-HOLDER-HANG" or regular S-hook. Holders can be hung back to back.
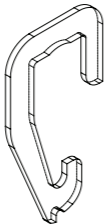
Std. Mat: PETG

ESL-HOLDER-HANG-P-SIV7.4

Item	No/unit
172677	25

Hanging holder for Vusion 12.2" labels
Can be used with "HOOK-ESL-HOLDER-HANG" or regular S-hook.

Std. Mat: PETG

ESL-HOLDER-HANG-SIV12.2

Item	W	H	No/unit
172676	218	291	5

Hook for hanging ESL holders
Use with certain hanging ESL holders, holders can be hung back to back.

HOOK-ESL-HOLDER-HANG

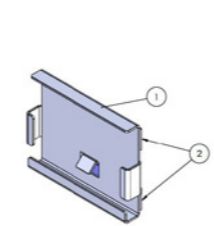| Item	No/unit
170913	650

ESL holder for Vusion 4.2, stand
To attach a SESimagotag Vusion 4,2" label to a leg (SK-T or SKF-T).

Std. Mat: PETG

ESL-HOLDER-LEG-SIV

Item	Colour	No/unit
160225	Transp	50

Single fixtures

Magnetic holder for Vusion 4.2" labels

Std. Mat: PETG

ESL-HOLDER-MGT-SIV4.2

Item	No/unit
169689	25

Index

Rails

Classic ESL rails

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Rails with extra protection

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Make a sustainable choice

The time is now! For consumers, sustainability has become an important purchasing criterion. Governments are taking more measures and passing legislation in the retail sector. For retailers and brand suppliers, operating sustainably is no longer a choice but an expectation. Moving forward, fulfilling sustainability requirements will become necessary for commercial success.

HL has a long track record of sustainable development, dedicating efforts in research and innovation to deliver more sustainable solutions, to help create more sustainable stores.

With HL Circular Offer, we are closing the loop on plastic by retrieving products at the end of their life from stores and recycling them into new products. Our HL Sustainable Choice range is expanding widely, with merchandising solutions to assist retailers in strengthening their sustainability credentials, creating differentiation, and gaining shopper loyalty.

Contact us to learn more!

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