



The better shopping experience

Packaging-free
merchandising solutions

More choice, less packaging waste

With shoppers' environmental concerns continuing to be on the rise and a growing interest in healthy snacking options, personalised products and organic food, packaging free merchandising offers the opportunity for retailers and brands to address key shopper trends.

It allows for a reduction of unnecessary packaging waste, gives shoppers control over their exact product mix and quantities and helps to create more authentic product display with the option to differentiate organic alternatives. Furthermore, packaging-free merchandising often offers higher margins for retailers and the possibility to differentiate vs competition.

Partner with us to create better shopping experiences with packaging-free merchandising solutions.

About HL

HL is an international supplier of store solutions for improved customer experience, profitability 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 295,000 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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Scoop bins

Less waste,
higher margins



Allow shoppers to choose their product mix while **reducing unnecessary packaging**

Scoop bins have dust proof covers to protect merchandise. Individual scoops appeal to allergic and hygiene-aware shoppers. Easy installation on shelf or brackets. The scoop bin can be pulled out for easy refill without having to remove the bin from the fixture.

Customise to fit your needs:

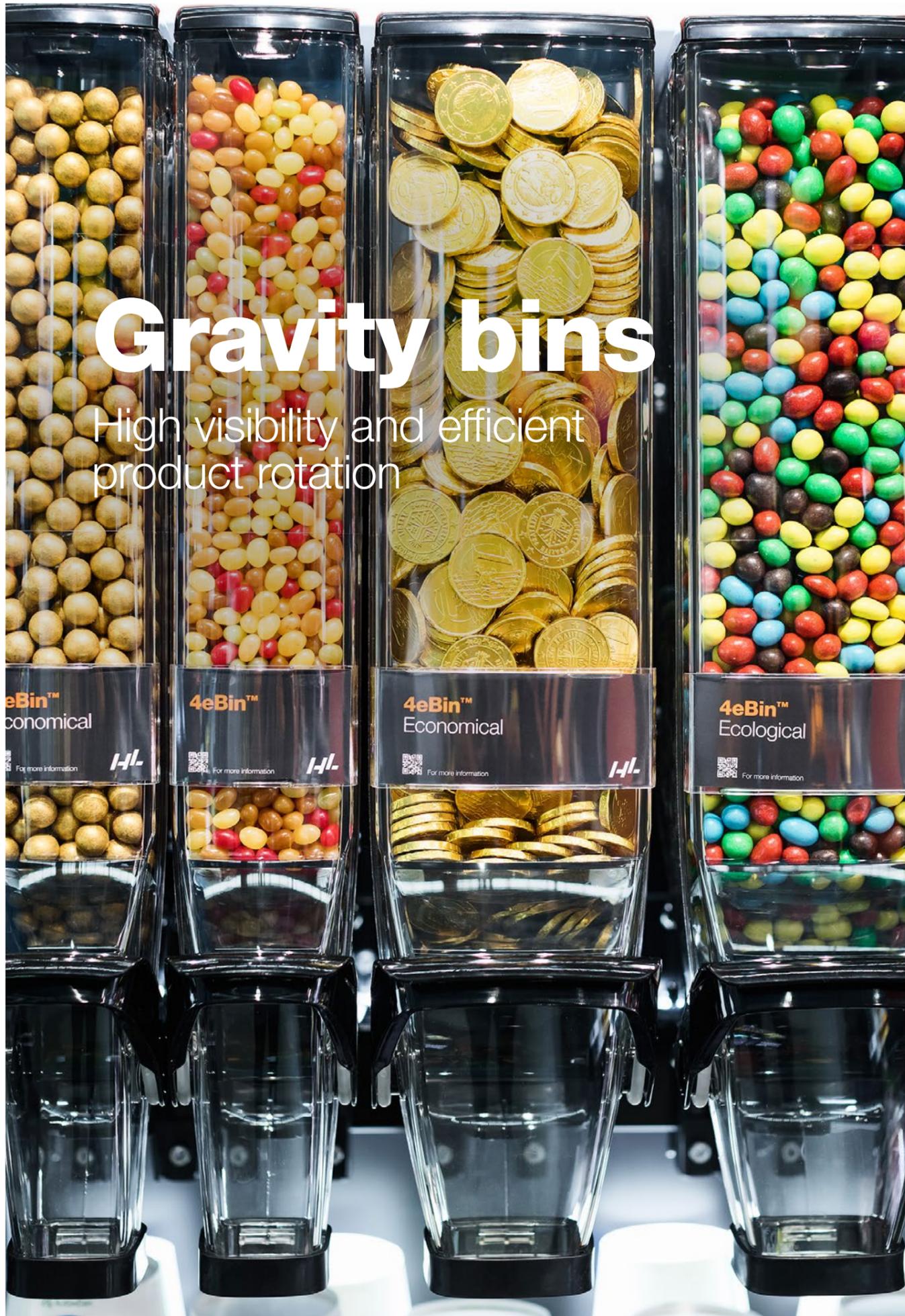
- / Different formats and sizes
- / Can be mounted on racks or floor stands
- / Can be combined with other bins
- / Large selection of accessories such as label holders
- / Scoop or tong
- / Compatible with Ad'Lite™ lighting

Key benefits

- / Shoppers can pick and mix product and quantity
- / Optimise selling space
- / Help to reduce packaging waste

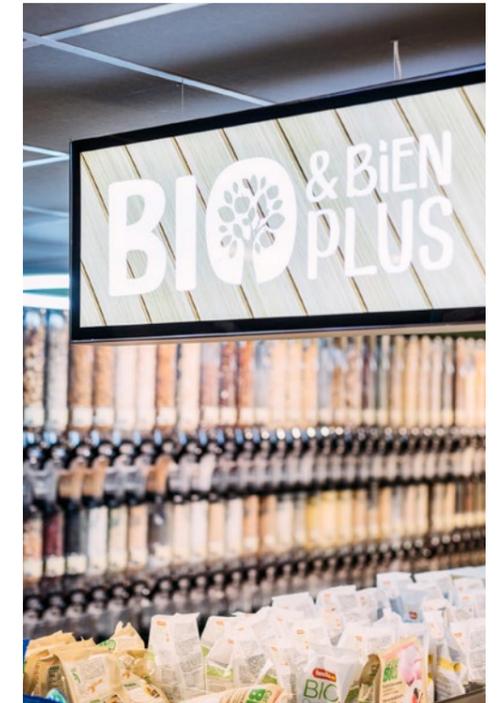
The scoops for our scoop bins are made partly from recycled plastic.





Gravity bins

High visibility and efficient product rotation



With all the benefits of scoop bins, gravity bins ensure **'first in, first out' product rotation**

Gravity bins can be mounted on racks or floor stands and can be installed using a swing-down arm for easy replenishment and cleaning. Our bins are compatible with our Ad'Lite™ lighting range and can be combined with accessories.

Customise to fit your needs:

- / Different sizes
- / Can be mounted on racks or floor stands
- / Can be combined with other bins
- / Large selection of accessories such as label holders
- / Compatible with Ad'Lite™ lighting

Key benefits

- / Shoppers can choose their product mix and quantity
 - / Guarantee efficient 'first in, first out' stock rotation and simplified maintenance
 - / Help to reduce packaging waste
- 4eBin™ gravity bins are made partly from recycled plastic.



Customer case: Carrefour, France



Gravity bins to highlight organic products

Solution: **3eBin™**
Category: Snacks, ambient
Installation: 2019
Result: rolled out to 347 stores

Highlighting organic products with packaging-free merchandising



Customer case: Marks & Spencer



Gravity bins to improve sustainable shopping

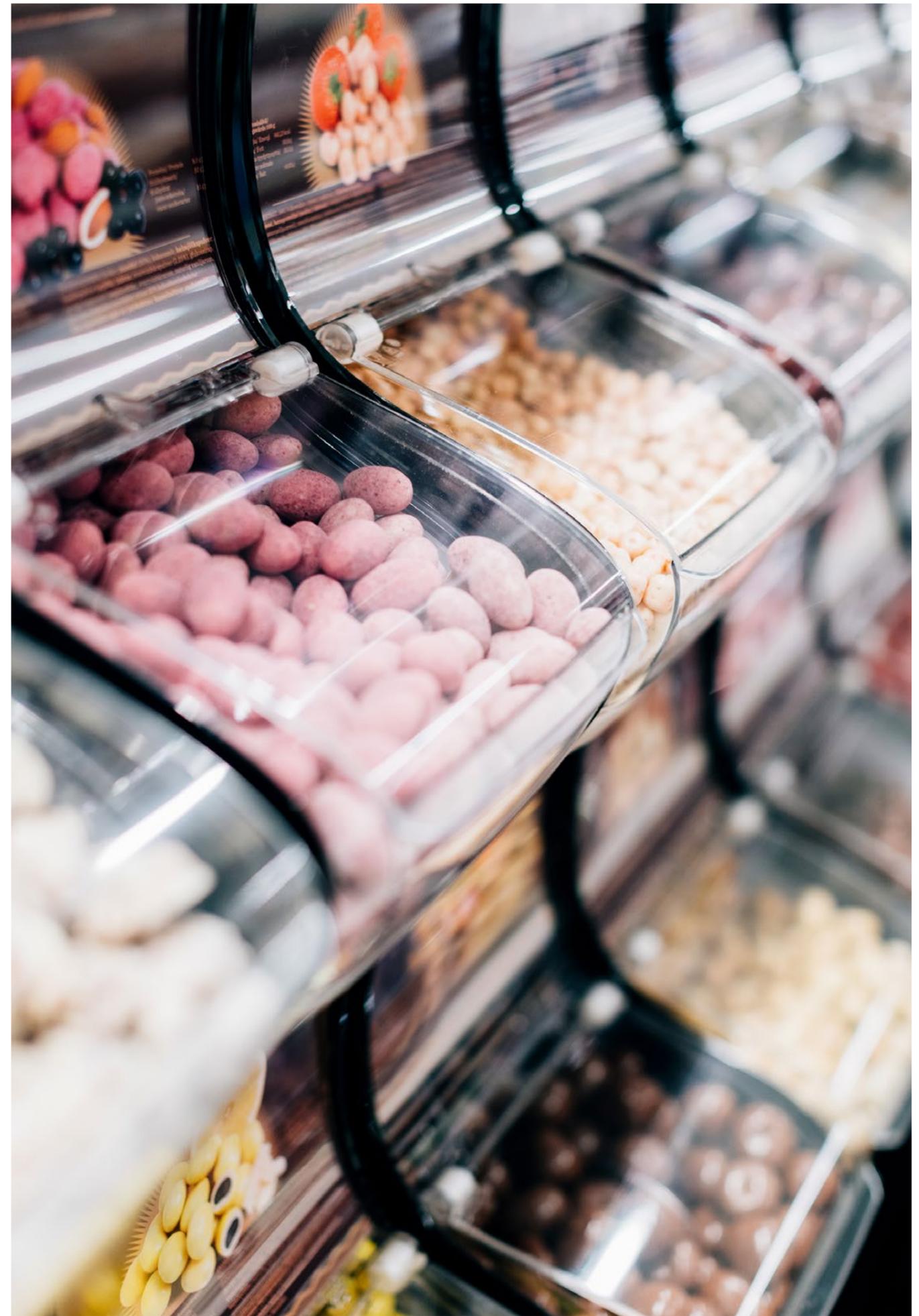
Solution: **4eBin™**
Categories: Ambient, snacks and frozen fruit
Result: Over 50 lines of refillable grocery essentials that include lines such as coffee beans, cereals and pasta

The sales numbers are outstanding

"As we continue testing and learning from 'Fill Your Own', it's clear that demand for refillables remains strong"

Mark & Spencer







Interested in other ways to create a more sustainable store?

At HL we are dedicated to deliver **innovative and sustainable solutions**. That is why we launched HL Sustainable Choice, a range of **sustainable merchandising solutions** made of renewable or recycled materials. Now the range is growing with more alternatives for both retailers and brand suppliers, so we can **support you on your journey** to a more sustainable store.

