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**HL partner with retailers to delight shoppers with fruit & vegetables**

*Grocery chains and speciality stores are looking for new ways to attract shoppers whilst cutting down on cost and waste. In response to these challenges, HL offers a suite of merchandising solutions in line with their passion for innovation, efficiency and creating a better shopping experience.*

The retail landscape is more competitive than ever with e-commerce taking market share. One significant advantage physical stores have over online shopping is this: retailers can delight shoppers with fresh food, a destination category, especially fruit and vegetables. Shoppers prefer to personally select their own fresh produce and enjoy an authentic shopping experience.

Quality fresh produce display is the number one reason why shoppers will choose a store with many inspired by the sensation, sight, and smell. Fruit and vegetables are so critical that almost a quarter of shoppers will switch to a different store for a finer variety.

“In the fresh category, retailers face the challenge of offering competitive price, quality, and wide selection without excessive cost. Therefore, we partner with retailers to adopt strategies that create product differentiation with an appealing impression to encourage return shoppers, while increase sales and reduce waste,” says Björn Borgman, CEO at HL.

John Southerington, Product Manager at HL is pleased to present several products for all zones of the fresh produce department.

“We have a solution for all areas of the category, from the cooler to walls, tables, impulse and even store communication,” says John. “Our world-class R&D capabilities and global innovation partnerships allow us to offer merchandising solutions that result in more sales and less food wastage across many markets and store formats.”

* **Sigma™** is a flagship solution for retailers looking to beautifully present fresh produce that drives sales and reduce shrink. HL’s fastest-growing innovation, Sigma™, is comprised of a shelving and racking system for coolers made of anodized aluminium. Fruit and vegetables of every kind can be abundantly displayed in modular pods without the need for large inventory. Food waste is noticeably reduced, and sales have shown to increase by 10% or more in test stores.
* **FreshCase**, is an attractive modular display system for ambient shelves, tables, and walls. Made partially from recycled plastic and part of the Sustainable Choice range of merchandising solutions, FreshCase is available in various sizes and formats. FreshCase fits most retailer’s needs in terms of flexibility and is an ideal solution for loose produce.
* **FreshGrid** table displays in different modules can be customised to fit store size and secure optimal layout. A variety of options can be created for bulk and mixed inventories, with adjustable table inclination for maximum visibility. FreshGrid accessories are available to be used independently or as an added feature to fit existing tables.
* The **Next™ pusher tray** keeps products in coolers such as bagged salads automatically front- facing without the need of shelves. Next™ reduces the time spent merchandising and improves product and price visibility.
* **Multivo™ Max** offers the same benefits as Next™ and is suited to retailers that want to keep their shelves organised. Saving labour time and applying the same front-facing principle, Multivo™ Max creates an attractive display whilst being efficient on space.
* **Scoop bins** and **Gravity bins** can be integrated into the fresh produce category to drive impulse purchases on loose products such as nuts, grains, and cereals. Bulk merchandising cuts down on packaging waste, allow shoppers the freedom to ‘pick and mix’ and carries a higher profit margin for retailers.
* **Baskets** for loose items, are designed to give the fresh produce category an authentic ‘farmer’s market’ look and feel. Baskets are attractive, easy to clean and versatile for both primary and secondary placement.
* To further accelerate sales, **Sigma™ floor racks** serve as a secondary display for cross- merchandising. The unique design of the Banana tree, Banana canopy and Pineapple tree appeal to shoppers, driving sales and reducing shrink.
* Digitalisation and automation in retail operations are becoming more important with more retailers switching from manual price tickets to Electronic Shelf Labels. HL supplies **ESL holders** that are highly durable and affix to virtually all merchandising formats such as shelves, baskets, and crates.

Shoppers are keen to shop fresh produce in physical stores and much less likely to buy them online. Investing in creating a great shopper experience in this category, with an inviting farmers’ market ambience is a tremendous opportunity for retailers and produce suppliers alike.

**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 26 markets as well as distributor partners covering the remaining markets globally. Our four production facilities are located in Sweden, Poland, the UK, and China and handle a variety of industrial processes, including plastics and metal fabrication, printing, and assembly.

The company has 1,000 employees and net sales of 1,520 MSEK. HL is a wholly owned subsidiary of the listed Swedish investment company Ratos.

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