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## HL Display to acquire Akriform Plast

*HL Display (HL) has signed an agreement to acquire Akriform Plast AB (Akriform), a producer of bulk bins and custom-made plastic solutions for grocery retail and branded goods suppliers. The acquisition will strengthen HL's leading position in Europe in the fast-growing segment of packaging-free merchandising and create a strong offer of custom-made solutions for customers in the Nordic markets.*

Akriform Plast AB is based in Sollentuna, Sweden and has annual sales of 80 MSEK. Founded in 1980, Akriform has built a strong position as an expert in the production of bulk merchandising and custom-made solutions, providing high quality products to their customers.

“Akriform has built an impressive reputation as a producer of custom-made retail solutions, thanks to a team of experts in design, development and production”, says Björn Borgman, CEO of HL Display. “The product portfolio is especially strong in the fast-growing segment of packaging-free merchandising where HL see increasing demand from both retailers, branded goods suppliers and shoppers across Europe. The combined product ranges will create a strong offer for our customers, supporting our position as the leading supplier of in-store communication and merchandising solutions for the grocery industry.”

Anders Lautmann, Area Director for Northern Europe at HL Display agrees: “I am delighted that Akriform will join HL Display. The demand for custom-made solutions is growing quickly, and I believe together we will be able to offer even better solutions to our customers in the Nordics.”

“Our expertise in design and production is at the heart of what we do, and I am proud of the business we have built over the past 40 years,” says Claes Engström, Founder and CEO of Akriform. “As part of HL, we will continue to build on this success, and I am looking forward to grow the business and see our solutions in more stores across Europe in the future.”

The acquisition will be completed on 1 March 2023.

Strata Advisory AB is acting as financial advisor to HL Display.

### **For more information, please contact:**

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### **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 330,000 stores, supporting customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and non-food retail.

The HL Display Group has its headquarters in Stockholm, Sweden and sales offices in 23 countries covering 39 markets as well as distribution partners covering the remaining markets globally. The five 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 1,100 employees and net sales of 1,900 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.