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HL Display appoints Jonas Magnusson as new CEO

HL Display has appointed Jonas Magnusson as new CEO. Jonas will assume the position on 27 April 2026 succeeding Björn Borgman, who will assume the role of President and CEO at ITAB Group.

Jonas has extensive experience from global consumer goods and B2B retail solution businesses, most recently serving as CEO of Paragon Global Brands. Previously, he held senior roles at companies including Jordanes, The Absolut Company, and Electrolux. Throughout his career, Jonas has lived and worked in numerous European countries and led engaged teams, built strong customer partnerships and delivered tangible business results. With his experience he will bring valuable perspective as HL continues its growth journey.

"We are pleased to welcome Jonas to HL Display. He has a proven track record of driving growth and profitability, which aligns strongly with HL's ambitions, and he brings both the commercial mindset and the operational experience to translate strategy into action", says Anna Vilogorac, Chairman of the Board, HL Display. "I would also like to take this opportunity to thank Björn Borgman for his excellent work over the last ten years with us. He leaves a well-positioned company with a clear strategy and a strong team ready to build on the progress made to date."

HL has delivered strong results in recent years, achieving solid growth across its international markets and enhancing operational performance. Under Björn Borgman's leadership, the company has refined its customer proposition, expanded its international footprint through acquisitions, and reinforced its position as a trusted partner to grocery retailers worldwide.

"I would like to extend my sincere thanks to the fantastic HL team for your commitment, professionalism and passion during our journey together. It has been a privilege to lead this organisation and to witness the dedication and collaboration across our businesses. I am proud of what we have achieved together and fully confident that you will continue building on this strong trajectory in the years ahead," says Björn.

"I am delighted to join HL and to build on the strong foundation created by Björn and the entire team. I look forward to working together with our colleagues and customers to further develop innovative solutions that help retailers and brands succeed through better shopping experiences," says Jonas Magnusson.

Claire Blackadder, CFO at HL Display, will step in as interim CEO of the company from 1 March until Jonas joins as CEO.



About HL

HL Display is a global leader in in-store merchandising and communication solutions, helping customers create a better shopping experience for both shoppers and store personnel. Founded in 1954, HL operates in more than 70 countries, with solutions in 350,000 stores worldwide. The company supports customers in growing sales, inspiring shoppers, improving efficiency, reducing waste and improving work in-store across three segments: food retail, branded goods suppliers, and non-food retail.

HL Display Group is headquartered in Stockholm, Sweden, with sales offices in 24 countries covering 40 markets and distributor partners serving the remaining global markets. The company operates seven production facilities across Sweden, Poland, Germany, the UK, Canada, and China, with capabilities including plastics and metal fabrication, printing, and assembly. HL has over 1,500 employees and net sales of 3bn SEK. HL Display has actively pursued 11 add-on acquisitions over the past four years to strengthen its market position and expand its portfolio.

HL Display is a subsidiary owned by the publicly listed Swedish company Ratos.

Press contact:

For further information please contact:

Julia Wenner, Group Marketing Director HL Display

Email address: julia.wenner@hl-display.com

Links:

<https://www.hl-display.com>

<https://www.linkedin.com/company/264622/>