

Creating a better shopping experience

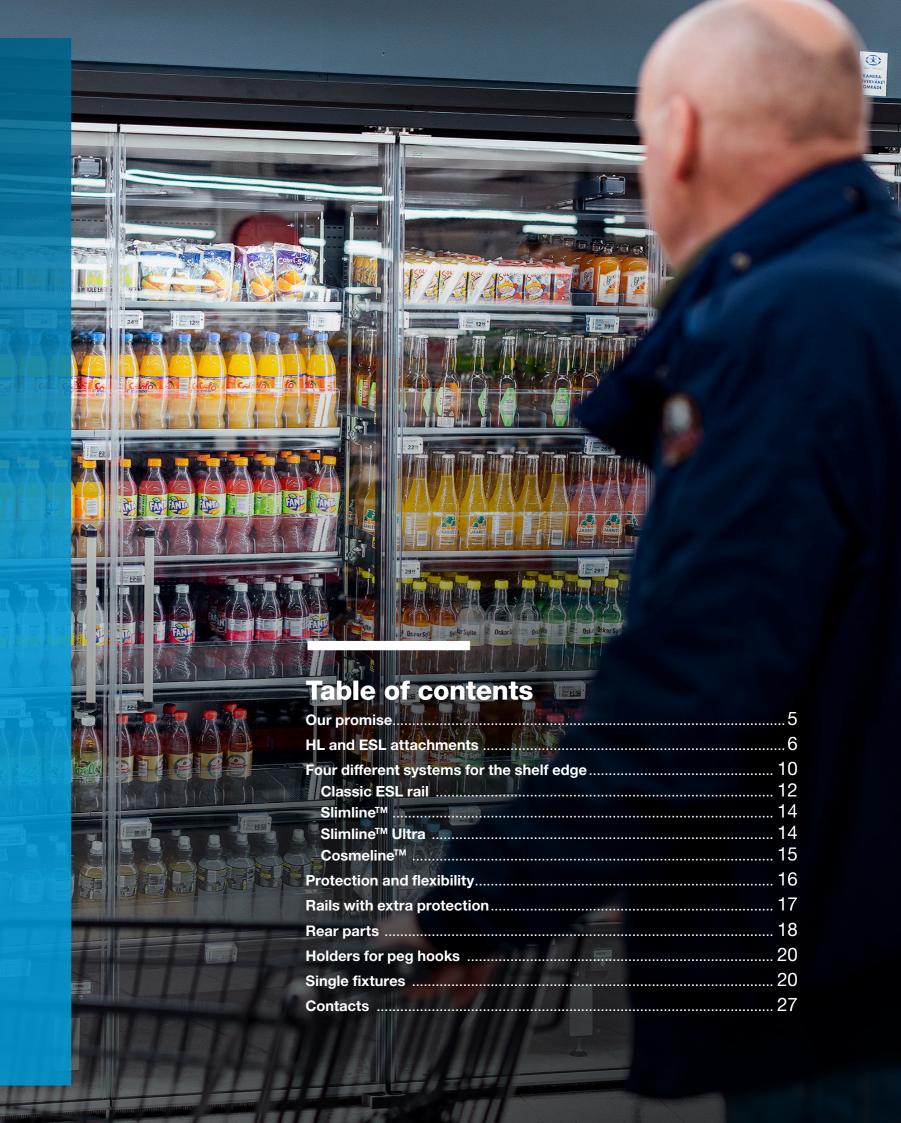
The retail landscape is rapidly evolving, and as today's retailers are trying to keep up with tomorrow's shoppers, the adoption rate of Electronic Shelf Labels (ESLs) is accelerating. ESLs are setting a new standard for retail price communication, displaying centralized updates in no time – without a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

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 330,000 stores in more than 70 markets around the world and we are proud to be partners of the biggest retailers and brands.





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



The original carrier rail

Slimline™

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

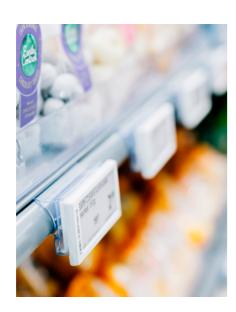


Get the intel to plan your investment, from HL's ESL attachment aficionado Gustaf Svedin.

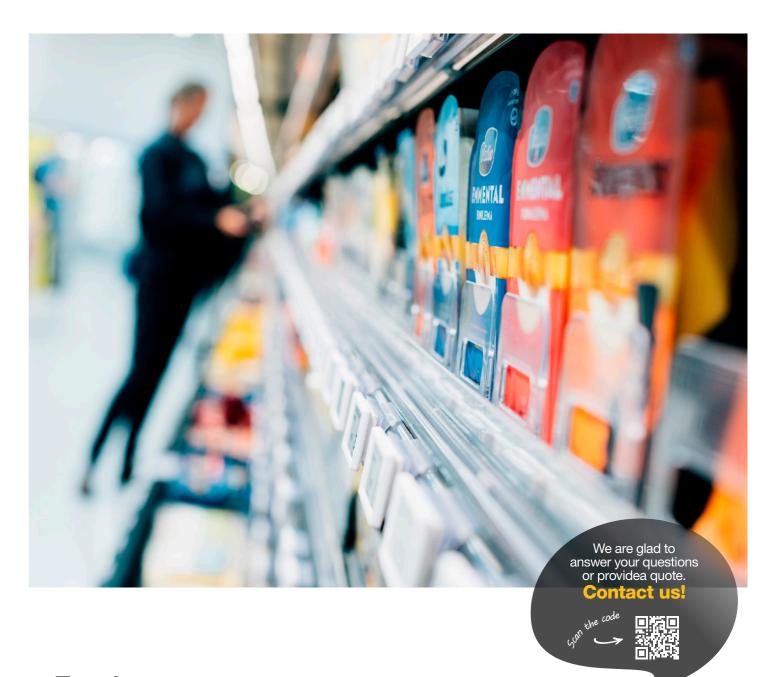
3 customer insights to make ESLs a long-term investment

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 maximize 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:

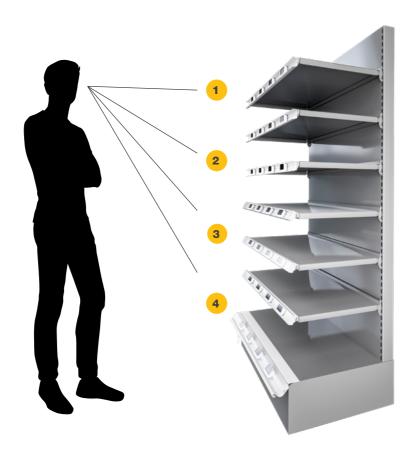
- A. Base level: 45-60°
- B. Below 90 cm: 45-50°
- C. Between 90 and 130 cm: 0-30°

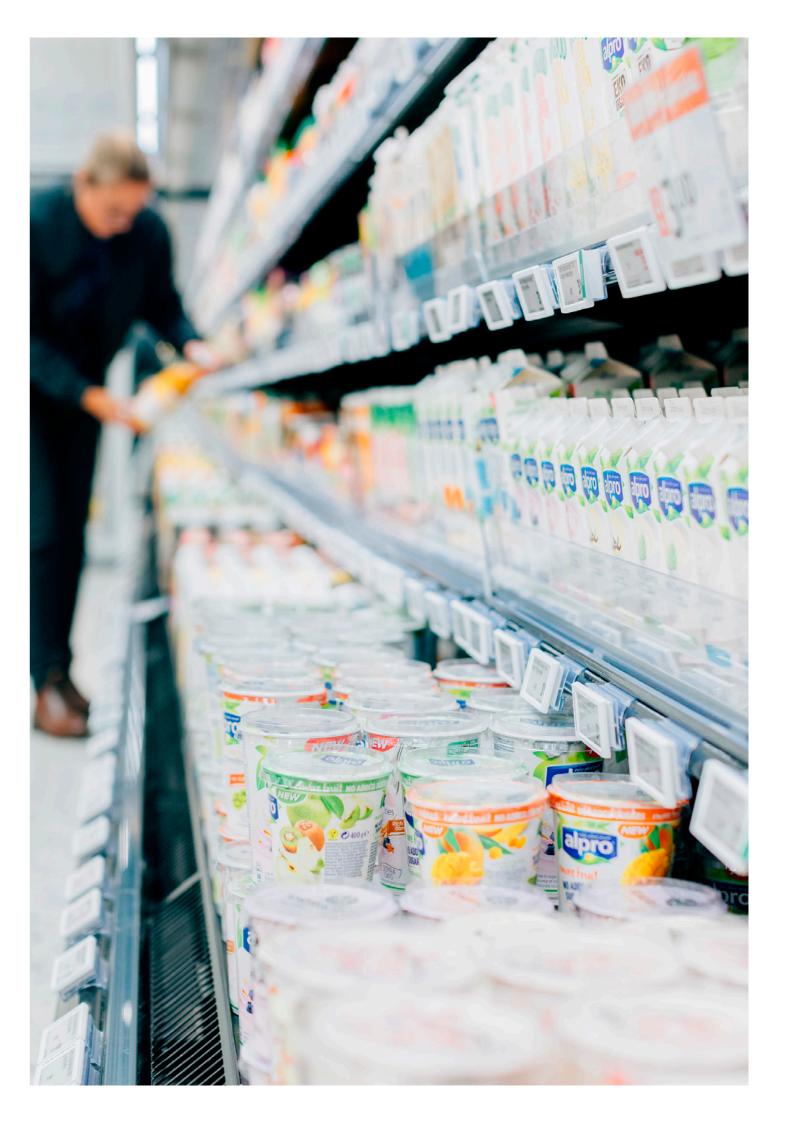
3. Shelves below 90 cm $\,$

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.















Installation:

2023

Results:

Rolled out in 90+ stores

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.

We are glad to answer your questions or providea quote.

Contact us!





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



Rails Rails



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 SoluM Graphic M2 labels. Can be assembled with HL unique click-on rear part system. With hinge for flip-up functionality. A hinge allows, or enables the label holder to flip-up and the return to

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

its starting position.

Std. Mat: PVC



CSAMS

On offer, contact customer service



For SoluM Graphic M2 labels. To be taped directly onto the shelf. With hinge for flip-up functionality.

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



SAMS

On offer, contact customer service

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

Classic ESL rails



ESL Holder, railFor Solum Newton labels. Use with separate rearpart that fits the shelving. Rear parts available for a wide selection of shelves. With hinge. Slot for angle adapter. Strip of friction material to stop ESL from sliding.

Std. Mat: PVC



CSONE

SONE

On offer, contact customer service



ESL Holder, rail

For Solum Newton labels. Tape to the shelf edge. With hinge. Slot for angle adapter. Strip of friction material to stop ESL from sliding.

Std. Mat: PVC



Std. Mat: PVC

SOCAWRH			
Item	Colour	W	No/unit
477513	Transp	980	50
477514	Transp	1230	50
477516	Transp	1248	50
477517	Transp	1310	50

For SoluM Newton labels. Fits Linde, Storebest and

Tegometall shelves. Can be used in two different

With hinge for flip-up functionality. Use adapter to change angle.

ESL holder, rail

On offer, contact customer service

For SoluM Newton labels. Fits Linde, Storebest and Tegometall shelves. Can be used in two different angles. With hinge.

Std. Mat: PVC



Std. Mat: PVC

SOLS

angles. No hinge.

On offer, contact customer service



On offer, contact customer service



ESL holder, rail

For SoluM Graphic (M2) and Newton (M3) labels. For Tego shelf. With hinge for flip-up functionality. Use adapter to change angle.

Std. Mat: PVC



SOTEH

SOLSH

Colour	W	No/unit
Transp	750	50
Transp	1245	50
	Transp	Transp 750



Holders for carrier rails



ESL holder, single For SoluM Graphic M2 labels. Used with Slimline carrier profiles. With hinge for flip-up functionality.

Std. Colour: Transparent Std. Width: 68,34 mm Std. Mat: PVC



SASSF		
tem	Colour	w



ESL holder, single

For SoluM Graphic (M2) and Newton (M3) ESLs. Used with Slimline Ultra carrier profiles. With hinge for flip-up functionality.

Std. Mat: PVC



SUSON			

On offer, contact customer service



ESL holder, single

For SoluM Graphic (M2) and Newton (M3) ESLs. Used with carrier profiles. Built-in angle setting in two positions. With friction material for better grip and built-in stoppers to prevent sliding of the ESL. Design for narrow spaces.

Std. Colour: Transparent Std. Width: 46, 68 mm Std Mat: PVC



Item	Colour	W	No/unit
457407	Transp	46	50



ESL holder, single

For SoluM Newton labels. Used with Slimline carrier profiles. With hinge for flip-up functionality.

Std. Colour: Transparent Std. Width: 50 and 73 mm Std. Matr: PVC



SONESF

SEP3

Item	Colour	W	No/unit
479592	Transp	50	50
475825	Transp	73	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



SIVIP	

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



ansp 885	25
ansp 1328	3 25
200	ansp 885 ansp 1328



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

051500	Item Colo	ır W	Mount	Tape No/un
851588 Cream W13 1325 Foam tape IF19 40	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

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

Rear parts



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

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 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



50



Rear part for profiles

With integrated rail for $\mathsf{Optimal^{TM}}$ 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



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



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

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

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
854031	Transp	600	50
857269	Transp	895	50
851162	Transp	1000	50
851163	Transp	1330	50



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

tem	Colour	W	No/unit	
359279	Transp	625	50	
351193	Transp	1000	50	
351171	Transp	1245	50	
867603	Transp	1250	50	

Rails

Rear parts



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



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

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	

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

Rear part for profiles

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

Std. Colour: Transparent Std. Mat: PVC



CHRN

Item	Colour	w	No/unit
463774	Transp	890	100

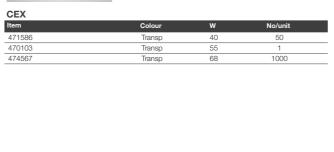


Rear part for profiles
For Intrac IMZ25. Use with separate front part.

Std. Colour: Transparent Std. Mat: PVC



Item	Colour	w	No/unit
457746	Transp	988	50
456718	Transp	1318	50







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 SoluM Graphic (M2) and Newton (M3) ESLs. For wire diameter 4 to 10 mm. With built-in stoppers. Punch outs prevents the ESL label to slide sideways.

Std. Colour: Transparent



EXPE				
Item	Colour	W	Ø	No/unit
856261	Transp	46	8	400
856272	Transp	46	11	100



ESL holder for hooks

For SoluM Newton labels. For wire diameter 4 to

Std. Mat: PVC



SOPEG

Item	Colour	w	Ø	No/unit
475554	Transp	56	7	500

Connector



Connector clip for SoluM M2 ESL labels

Clip for SoluM M2 ESL labels, works with all labels except 4.2. Used to attach fixtures from HL's Price Cassette range.

Std. Colour: Transparent

PC-GADGET-SM

No/unit	Colour	Item
250	Transp	465077



PC-GADGET-SMN2

Connector clip for SoluM Newton ESL

Clip for SoluM Newton ESL labels. Used to attach fixtures from HL's Price Cassette range.



On offer, contact customer service	



Connector clip for SoluM Newton ESL

Clip for SoluM Newton ESL labels. Used to attach fixtures from HL's Price Cassette range.



PC-GADGET-SMN3

On offer, contact customer service	
 Off office, outland additional activities	

Single fixtures



Clamp with cassette connector

Includes: clamp (DELI-CLN), 50 mm arm (DELI-UNBO-50N) and connector (DELI-AD3N). Delivered

Std. Colour: White, black



DELIKIT 1A

DELINIT IN		
Item	Colour	No/unit
701155	Black	20

Includes: stick (DELI-STICKN) and connector (DELI-AD3N). Delivered unassembled.

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

Stick with cassette connector



DELIKIT 2A

Item	Colour	w	н	No/unit
701145	White	75	60	20
701156	Black	75	60	20

Foot with cassette connector

Includes: base foot (DELI-FOTN), 100 mm arm (DELI-UNBO-100N) and connector (DELI-AD3N). Delivered unassembled.

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 with cassette connector

Includes: ice stick (DELI-STICK-ICE) and connector (DELI-AD3N). Delivered unassembled.

Std. Colour: White, black



DELIKIT 4A

Item	Colour	No/unit
701147	White	20
701158	Black	20

Single attachments

Single fixtures



Connector for price cassettes For attaching price cassettes to the HL Deli

Std. Colour: White, black



DELI-AD3N

Colour	No/unit
White	20
Black	20
	White



Clip for price cassettes

Used together with arm DELI-UNBO-50N.

Std. Colour: Black



DELI-CLN

Item	Colour	No/unit
304968	White	20
370006	Black	20



Ice stick

Used in the ice-bed.

Std. Colour: White Std. Height: 130 mm



DELI-STICK-ICE

Item	No/unit
342736	20



Used with sign holder DELI-SHN, DELI-AD3N, DELI-CLN. Approved for use within fresh food

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



DELI-UNBO-50N

item	Colour	No/unit
700123	White	20
356784	Black	20



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



Stick for price cassettes

Used with DELI-FOT-STN or pinned directly into the merchandise.

Std. Colour: Black Std. Height: 95 mm



DELI-STICKN

Item	Colour	No/unit
701100	White	20
701101	Black	20



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



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

Single fixtures



Clamp for ESL holder

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



Clip for price cassettes

Use on boxes and shelf edges. Adjustable angle.

Std. Colour: Transparent Std. Mat: Polycarbonate



ESL-CLAMP-XL

Item	Colour	No/unit
465078	Black	20



AD-MULTI 700447

Clamp for price cassettes

Adjustable angle and raised position. For HL shelftalker frames and price cassettes.

Std. Colour: Transparent



KKI C-EV100

No/unit
20



Clamp with cassette connector

Maximum grip: 35 mm.

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



2130-AD

Item	w	н	No/unit
132880	27	112	10



Clamp, wide grip

For fruit and vegetable categories. Used with DELI-UNBO-50N or DELI-UNBO-100N.

Std. Colour: Black



CLAMP-XL

Item	No/unit
373234	10



Clip for price cassettes

For mounting on shelves and various material boxes. Adjustable through 180°. Grip width up to

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



item	No/unit
325660	20



Cassette connector, magnetic

Std. Colour: Transparent, white

Std. Height: 118 mm Std. Mounting type: Magnet foot



2132-MGT22-AD

LIOL MOTEL AD	
Item	No/unit
132879	10



Hook for price cassettes

Use to hang up and fix price cassettes.

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



FXW16

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

Single fixtures



Hook for price cassettes

Use to fix price cassettes.

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



ESL Holder, singleHolder for SoluM Newton 7.5 labels, with magnetic

Holder for SoluM Newton 4.2 labels, with magnetic

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

Std. Mounting type: Magnet tape



ESL-HOLDER-MGT-SOLUM-N7.5

ESL-HOLDER-MGT-SOLUM-N4.2

No/unit
40

ESL holder, single

Std. Mounting type: Magnet tape Std. Mat: PETG



Frame fixture, shelf-edge

Fits shelves with thickness 10 to 80 mm. For HL shelftalker frames and price cassettes.

Std. Colour: White Std. Mat: POM



AD-SPRING

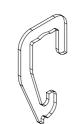
Item	No/unit
700848	20



ESL Holder, single

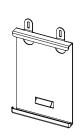
To attach a SoluM Newton 7.5 label to a leg (SK-T or SKF-T).

Std. Mat: PETG



HOOK-ESL-HOLDER-HANG

No/unit	Item	No/unit
40	170913	650
40	170913	650



26

ESL-HOLDER-LEG-SOLUM-N7.5

ESL Holder, single

Holder to hand SoluM Newton 7.5 label on overhead bar. Use with "HOOK-ESL-HOLDER-HANG" or regular S-hook.



ESL holder, singleTable stand for SoluM Newton 2.6. Height 65 mm or 115 mm.



ESL-HOLDER-HANG-P-SOLUM-N7.5

Item	No/unit
170600	38

ESL-HOLDER-TS-SOLUM-N2.6

No/unit
40

Single fixtures





Std. Mat: PETG

ESL-HOLDER-TS-SOLUM-N4.2

Item	No/unit
179148	50

ESL Holder, single

Table stand for SoluM Newton 7.5 label

Std. Mat: PETG



ESL-HOLDER-TS-SOLUM-N7.5

Item	No/unit
170602	100

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Make a sustainable choice

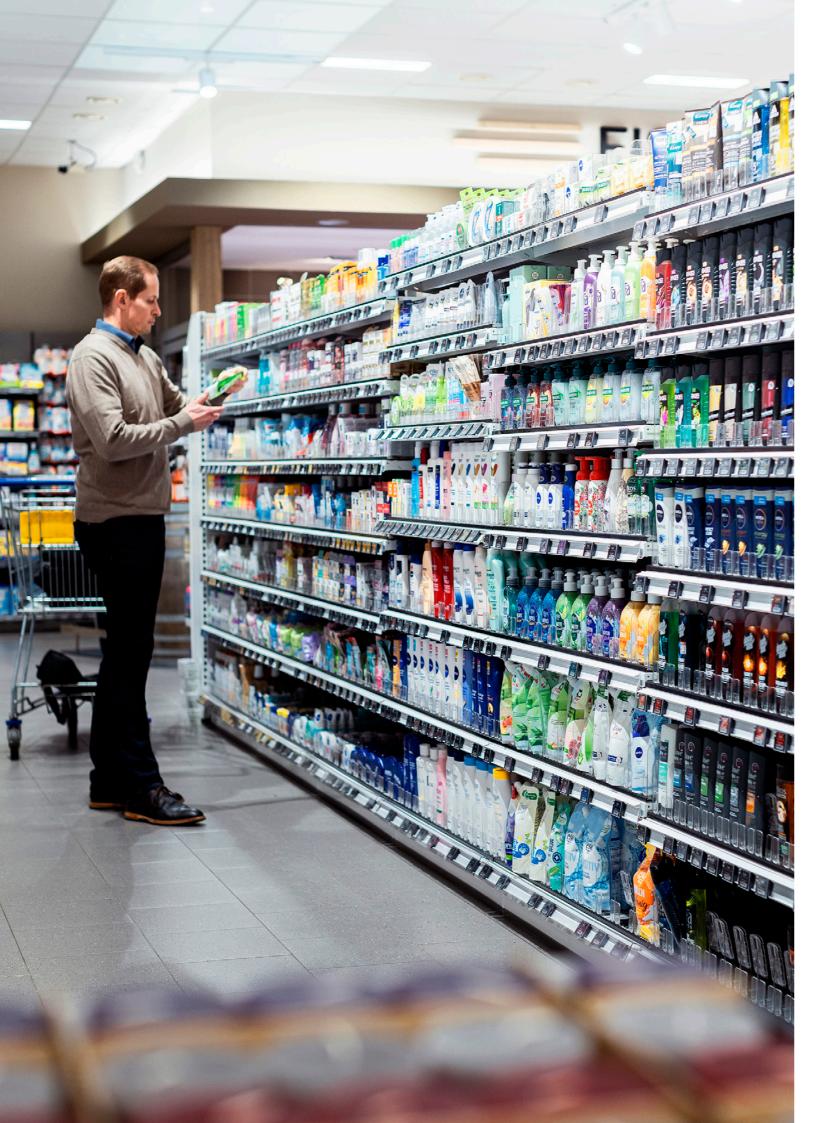
The time is now! For consumers, sustainability has become an important purchasing criterion. Governments are taking more measures and passing legislation in the retail sector. For retailers and brand suppliers, operating sustainably is no longer a choice but an expectation. Moving forward, fulfilling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

KKLC-FV100.



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