



HL Display expands license agreement with EasyFill to include global rights

HL Display and EasyFill have signed an expanded license agreement that builds on their original collaboration from May 2022. The new agreement grants HL global, non-exclusive rights to manufacture and sell EasyFill's merchandising solutions in two product categories: TurnLoader™ and RotoShelf® for chilled products, and TurnLoader™ Ambient for dry goods.

The previous agreement provided HL Display with exclusive European rights to produce, market, and sell TurnLoader™ and RotoShelf® for use in refrigerated cabinets and cold rooms. Under the extended terms, HL will now also offer these solutions to markets outside Europe and gains the right to manufacture and sell TurnLoader™ Ambient, designed for ambient retail environments.

"We are seeing growing demand worldwide for solutions that improve store efficiency and the shopping experience. EasyFill's innovations are one-of-a-kind and complement our product portfolio perfectly. With this expanded agreement, we are better positioned than ever to serve customers around the globe," says Björn Borgman, CEO of HL Display.

Global Reach and Long-Term Ambitions

Over the past two years, HL has played a key role in expanding EasyFill's presence in Europe. With this new agreement, the partnership enters a new phase with global reach and long-term ambitions.

"The agreement with HL Display is a cornerstone of our European growth strategy. This expansion paves the way for international reach while securing high-quality production and delivery through HL's established global infrastructure," says Tobias Sjölander, CEO of EasyFill.

As part of the agreement, HL will receive its first shipment of TurnLoader™ and RotoShelf® for MultiDeck, produced in China. This new production setup supports competitive pricing, strengthens the supply chain, and deepens the collaboration between the two companies.

About HL

HL 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 330,000 stores worldwide. The company supports customers in growing sales, inspiring shoppers, improving efficiency, and reducing waste 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 1,300 employees and net sales of 2,700 MSEK. HL is a wholly owned subsidiary of the listed Swedish investment company Ratos.

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