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HL Display acquires UFO Plastics and Displays Pty Ltd

HL Display is acquiring UFO Plastics and Displays Pty Ltd ("UFO Display Solutions"), an Australian full-service provider of multi-material point-of-sale display solutions for brand suppliers and retailers. The acquisition will expand HL's footprint in Australia, further strengthening its position as a leading supplier for in-store merchandising and communication solutions. It is the latest step in the HL's accelerated growth journey.

Founded 26 years ago, UFO Display Solutions has established itself as a leading supplier of point-of-sale display solutions, combining custom design and multi-material production capabilities with outstanding service. Located in Melbourne, the team of 37 employees is well-regarded for their high-quality solutions, and trusted relationships with their customer base of brand suppliers and retailers over the years.

"I am pleased to announce the acquisition of UFO Display Solutions", says Jonas Magnusson, CEO of HL Display. "With its well-established customer base and complementary product offering, the company is the perfect addition to HL in Australia. UFO's design, manufacturing and distribution capabilities in Melbourne will complement our existing team in Sydney. Together, we will be able to provide a complete offer of standard and tailor-made solutions, helping our customers elevate the in-store experience, strengthen execution, and grow their business. I'm delighted to welcome the UFO Display Solutions team to HL."

Peter Magennis, founder and Managing Director of UFO Display Solutions says: "Over the past 26 years, we've built a thriving business by focusing on outstanding quality, service, and an ambition to exceed our clients' expectations. I'm extremely proud of our team, the work we do, and the outcomes we've delivered for our customers. Given the complementary nature of the businesses, now is the perfect time for UFO Display Solutions to join HL, and to continue the company's journey as part of a bigger organisation."

Shane Robinson, General Manager of UFO Display Solutions adds: "Joining HL is a great opportunity for us to further build on our success as a business, and to grow as a team. Combining UFO's capabilities, with HL's will help us to provide our customers with a broader range of solutions and give us access to a bigger network of resources and opportunities. This combination will help us to serve our customers even better and to continue to grow the business."

The acquisition will close on 1 July 2026.

For more information, please contact:

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About HL

HL is a leader in in-store merchandising and communication solutions, helping customers to create a better shopping in-store experience for shoppers and personnel. Founded in 1954, HL today is present in more than 70 countries and solutions can be found in 350,000 stores, supporting customers to grow sales, inspire shoppers, drive efficiency, reduce waste and improve work in-store. 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 24 countries covering 40 markets as well as distribution partners covering the remaining markets globally. The eight production facilities are located in Sweden, Poland, Germany, the UK, Canada, and China and handle a variety of industrial processes, including plastics and metal fabrication, printing and assembly. HL has 1,500 employees and net sales of 3 bnSEK. HL is a portfolio company of Swedish listed investment company Ratos.