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## Get more out of your store – HL Display showcases complete retail solutions at EuroShop 2026

HL is helping retailers across Europe create more attractive, efficient, and profitable stores. At EuroShop 2026, 22–26 February in Düsseldorf, the company will present its full portfolio of merchandising, automation, and display solutions, including several new products designed to improve shopper experience while easing the workload for store personnel.

### Addressing modern retail challenges

Tightening margins and rising operational pressures are reshaping grocery retail. McKinsey's *State of Grocery Retail 2025* report notes that average EBITDA margins for European grocers dropped from 6.9% in 2019 to 6.2% in 2024. Shoppers expect full, well-presented shelves, clear pricing, and sustainable practices, while store teams face increasing pressure to deliver on these demands efficiently. HL's systems help retailers maintain availability, simplify operations, and reduce waste across all categories.

"Physical stores are at the heart of the shopping experience, and we help retailers all over the world get the most out of their stores," says **Björn Borgman, CEO**. "At EuroShop 2026, we are excited to show how our solutions improve store efficiency, delight shoppers, and ease the daily workload for personnel."

### Proven impact in stores

In Stockholm, Hemköp Wasahallen reduced routine front-facing tasks by around 50% after installing HL solutions, freeing staff to focus on customer service. Store manager Henrik Hedström highlighted Multivo™ Max as "the favourite solution," noting how it keeps shelves tidy and saves valuable time.

Another example comes from REWE Eichemeyer in Hamburg, where chilled-food installations supported sales increases of up to 45%. Store manager Fabian Eichemeyer praises HL systems for efficiency, even in challenging freezer conditions: "This system works for our sales, our margin, our customers – and our employees."

### New and proven solutions across categories

HL will showcase both its established and new offerings at EuroShop 2026, including:

- **New: Multivo™ Core** – introducing our latest innovation, the modular automated pusher solution for centre store goods
- **New: Multivo™ Max Slow Motion Pusher** – ideal for glass bottles
- **New: 4eBin™ scoop bin** – packaging-free merchandising for confectionery, snacks, and bulk items
- **TurnLoader™, Roller Track™, Next™, Multivo™ and Multivo™ Max** – additional automation and shelf-management solutions
- **Signage, Anti-Theft, Fresh Displays, and our design capabilities** e.g. via subsidiary werba – solutions for communication, protection, and category-specific merchandising



HL's Sustainable Choice range uses renewable or partially recycled materials to reduce environmental impact while maintaining effective merchandising.

### Experience HL's products at EuroShop 2026

Visitors can explore HL's full portfolio, from automated shelf systems to signage, fresh, and anti-theft solutions, seeing how the right in-store communication and merchandising solutions helps retailers get more out of every store.

During EuroShop, HL has also invited guest speakers to share expert insights in industry trends.

### Sources:

*State of Grocery Retail*, McKinsey, April 2025.

### 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 1,400 employees and net sales of 3 bn 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, 95% owned by the publicly listed Swedish company Ratos.

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