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## HL Display intends to acquire Deinzer Holding GmbH

*HL Display has signed an agreement to acquire Deinzer Holding GmbH\* ("Deinzer"), a full-service provider of custom-made point-of-sale display solutions for retailers and brand suppliers. The acquisition will further strengthen HL's bespoke offer as well as its position as a leading supplier of in-store merchandising and communication solutions in Europe and is the latest step in the company's accelerated growth journey.*

Founded in 1966, Deinzer has established itself as a premium full-service provider of multi-material in-store display solutions for leading retailers and brands. Today, the company based in Langenfeld, Germany is generating an annual turnover of €30m. Having shaped visibility at the point of sales for decades, Deinzer and its team of 180 employees have built a reputation for high quality custom design and production as well as strong customer relationships.

"I am excited to announce our intention to acquire Deinzer", says Björn Borgman, CEO HL Display. "The company is appreciated by its customers for their bespoke design and production capabilities which makes them a great complement to our own portfolio of tailor-made and standard solutions. With this acquisition we will be able to create a hub for a custom-made, multi-material permanent display offer, supporting our customers in Germany and Central Europe, and I am looking forward for the Deinzer team to join HL."

Deinzer will be integrated into HL's supply chain and continue to operate as a stand-alone business unit.

Lennart Johansson, Supply Chain Director HL Display agrees: „I'm delighted to welcome the Deinzer team to HL. Building on the company's extensive experience and expertise, this acquisition will strengthen our capabilities in custom-made design of multi-material, permanent POS displays and enable us to cater to our customers' needs even better than today."

Dr. Fabian Schühle, CEO Deinzer says: "Over the past 60 years we have built a successful business, combining quality and creativity. I am especially proud of the long-lasting relationships we have built with our customers and am looking forward to seeing the business grow further in the future. Last but not least, I would like to thank the Deinzer team for their dedication over the years."

The completion of the acquisition is subject to customary closing conditions, including approval by competition authorities, which is expected to be obtained during the first quarter of 2026.

### **For more information, please contact:**

Björn Borgman, CEO HL Display, +46 722 641 790, Bjorn.Borgman@hl-display.com and visit <https://www.hl-display.com/>

Dr. Fabian Schühle, CEO Deinzer, +49 176 20 17 61 72, E-Mail: [Fabian.Schuehle@deinzer.de](mailto:Fabian.Schuehle@deinzer.de)

\* Deinzer GmbH is wholly owned by Deinzer Holding GmbH. For transaction purposes, the acquisition also includes Deinzer Investoren Holding GmbH, a non-operating holding entity.

## **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 1,400 employees and net sales of 3,000 MSEK. HL is a subsidiary of the listed Swedish company Ratos.