



The better shopping experience

Solutions for Fresh produce

Delight shoppers with fruit & vegetables

Beautifully presented fruit & vegetables attract shoppers and keep them coming back.

A high quality fresh produce display is the number one reason why shoppers will choose a store.

Fruit & vegetables are so critical that almost a quarter of shoppers will switch to a different store for better quality, freshness and variety.

By implementing our innovative merchandising solutions, you can create abundant-looking displays with less inventory and shrink.

Partner with us to delight shoppers, sell more and waste less.

Ug din vara här!

MELON VATTEN DELAD

59⁹⁵

35:-

VATTENMELON



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| Sigma™

Improve both profitability and sustainability
by creating **abundant-looking display**
in the fresh produce category.

Sell more, waste less

Sigma™ creates abundant-looking display without the need for large inventory that can be lost to shrink.

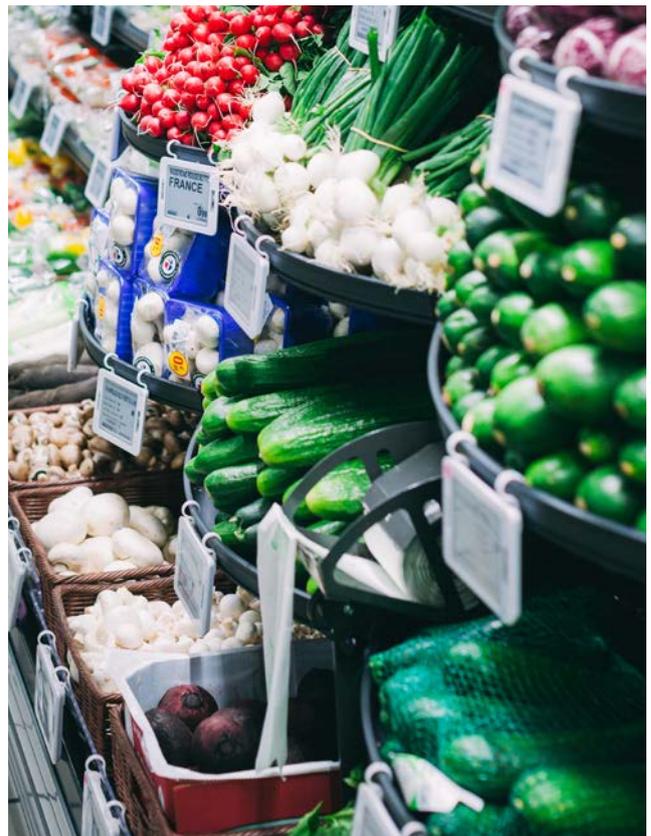
Shelving and racking units are made of anodized aluminium that will never rust, peel, chip or flake.

Key benefits

- Drives sales – **up to 30% sales increase** in test stores
- Helps to **reduce waste** and thus, **increases profit**
- **High durability**



Stunning display and high flexibility



3 variants of Sigma™ can be installed into existing coolers:

- **Vertical kit:** straight or curved shelves, supplied with universal brackets and fences
- **PODs:** separate multi-level components allowing for greater assortment and disruption
- **Straight shelves:** full product visibility without obstructions or distractions

Also see our **accessories** including herb hooks, hydroponics, drawer bins and more.



Vertical kit

Pod kit

Straight shelves kit



Customer cases:

+30%
sales uplift

“... as a result we have
seen **zero waste**”

“It’s created this lovely
wow factor”

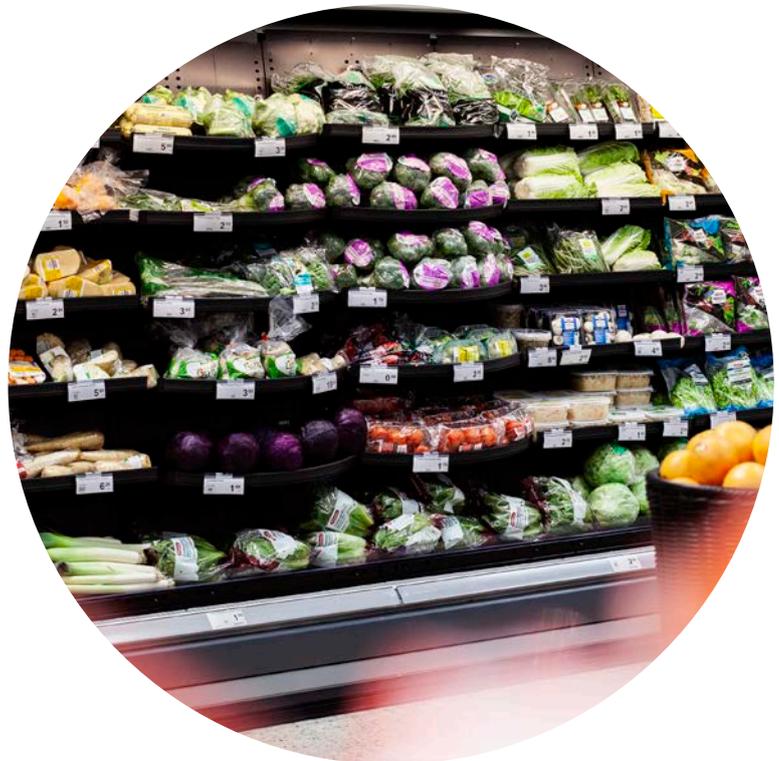
Luke Coathup, Store Owner,
The Green Grocers, Norwich, UK

+10%
sales uplift

“I can really **recommend
this to everyone**”

“... food **waste** has been
reduced notably”

Tero Turkia, Store Owner
K-Supermarket Valtari, Helsinki, Finland



| Next™



Automate front-facing
to save labour time



Boost sales by up to 16%*

Next™ is a pusher system that automates the process of front-facing products. It is suitable for both ambient placement and coolers.

Sitting on cross-bars **Next™** allows for more products to be displayed – no shelves needed!

Key benefits

- Ensures **attractive, automated front-faced product display**
- Improves **product and price visibility**
- **Less time needed** to manage the fixture



Customer case:

10 min/shelf/week
labour time saving

“The **greatest advantage** of Next™ is the **labour cost saving**”*

*Choi Ji Young - Merchandising Team Manager,
Lotte, South Korea

*Source: sales development for salad in test store / sales development for category in reference store .
Time periods w. 8-9 2015 vs. w.12-13 2015, Nielsen, Sweden, 2015.

Multivo™ Max



Pusher trays **maximise your merchandising space** through automated front-facing

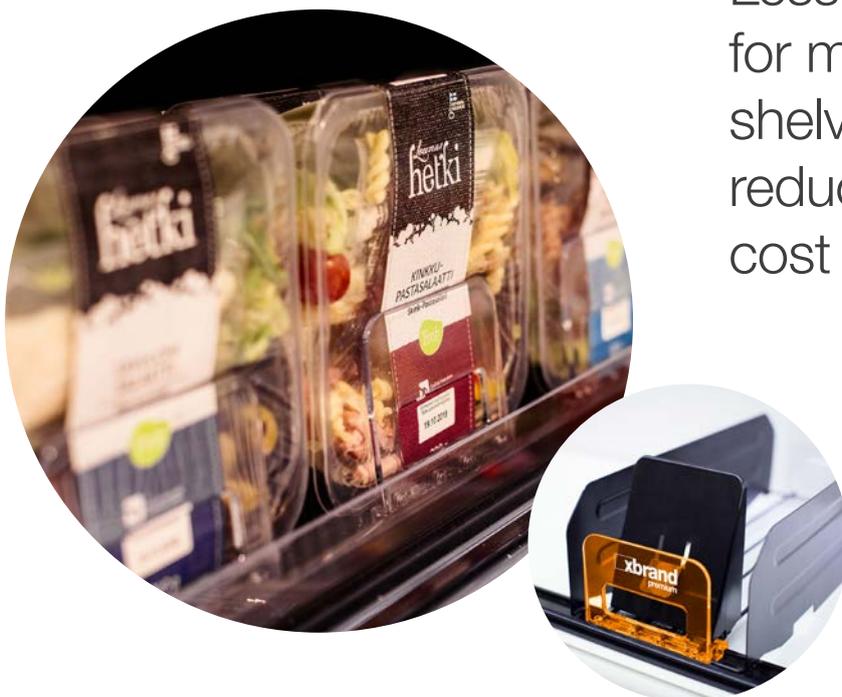
The low maintenance pusher system when extra strength is needed

Multivo™ Max ensures well-merchandised shelves and efficient space usage while saving time on daily shelf maintenance.

Key benefits

- Ensures **attractive display**
- **Automated front-facing** to free-up staff hours
- **Easy to install and maintain**

“ Less time needed for merchandising shelves will reduce operational cost



FreshCase



Attractive fruit & vegetables
display for ambient shelves
and tables.



Abundant looking display when no cooler is needed

FreshCase is a modular display system for ambient shelves and tables.

Various sizes and shelf fronts allow for flexible merchandising fitting most retailers needs.

Key benefits

- Creates **attractive display** outside of coolers
- Ideal for **loose and non-packaged produce**
- Complimentary to Sigma™ to **create holistic presentation**



Bins for packaging-free merchandising



Increase sales by cross-merchandising adjacent categories while reducing while **reducing packaging waste**



Less waste, higher margins

Bins for packaging-free merchandising

allow shoppers to choose their product mix and quantities while using less packaging. For retailers, bulk merchandising often comes with the added benefit of higher margins.

Bulk bins are available as scoop or gravity bins, with the latter ensuring efficient 'first in, first out' product rotation on top of the general benefits of loose product merchandising.

Placed with fruit & vegetables bins can generate impulse purchase on adjacent categories such as nuts.

Key benefits

- Shoppers can choose their own **product mix and quantities**
- Helps to **reduce packaging waste**
- **Optimises selling space**

Gravity bins in the 4eBin™ range are made from recycled plastic.



Customer case:

“The sales numbers are outstanding”

“... we now have better presentation, **higher assortment visibility**, and a more hygienic way of presentation”

Ricardo Eric Ribago, Product Purchasing Manager,
Coop Switzerland

| Baskets



Attractive and versatile
merchandising for primary
or secondary display.

Baskets allow for appealing and customer-friendly merchandising

Various sizes and formats can be used on tables or floor, for both primary and secondary placement.

Key benefits

- **Attractive product segmentation and high impact** with a “farmers’ market” look and feel
- Suitable for **primary and secondary placement on tables and floor**
- **Easy cleaning**



Sigma™ floor racks



Attractive secondary display
accelerates impulse purchases.

Drive impulse purchase

Banana Tree

Shopper-friendly display which can be used as a centrepiece or for cross-merchandising.

Key benefits

- Convenient **shopping of entire display**
- Can be easily relocated to **drive impulse purchase – sales uplift of +100%** in test store
- Designed to **prevent bruising** and, thus, **reduce waste**



Banana Canopy

Banana canopy creates great in-store impact and helps to reduce shrink.

Key benefits

- **Eye-catching** display driving visibility in store
- **Little to no linear footage needed**
- **No bruising** vs placement on tables and, thus, **reduced shrink**



Pineapple Stand

Mobile merchandising unit for fun secondary placement and cross-merchandising.

Key benefits

- **Reduced shrink and bruising** due to upright and spacious display of fruit
- Easy relocation to drive **impulse purchase**
- Conveniently **shoppable from all sides**



Lift & drop signage



Guide shoppers to **simplify**
the shopping experience.



Eye-catching signage helping shoppers to navigate the store

Lift & Drop signage is a modular solution helping shoppers to navigate the store thanks to clear category signage.

Key benefits

- Help shoppers to **navigate the store**
- **Easy to install and to update**
- **Adaptable** to retailers' requirements



ESL holders



Flexible attachment solutions that are made to **withstand the wear & tear** of the retail environment.

Automatic price updates help to save labour hours

Frequently fluctuating prices are typical for the fresh produce category. Automating price updates free up the staff's time that can rather be spent interacting with shoppers or ensuring visually appealing displays.

For categories such as deli and fruit & vegetables, ESLs commonly need to be placed separately. HL offers a full range of single holders, ensuring that there is a suitable fixture for every placement.



Key benefits

- Flexible solutions for **rails on shelf and single holders**
- Solutions suitable for **all common ESL brands**
- **Retail proof:** perfect fit - made to last





Interested in other ways to create a more sustainable store?

At HL we are dedicated to deliver **innovative and sustainable solutions**. That is why we launched HL Sustainable Choice, a range of **sustainable merchandising solutions** made of renewable or recycled materials. Now the range is growing with more alternatives for both retailers and brand suppliers, so we can **support you on your journey** to a more sustainable store.

