



Stockholm, 18 September 2018

Helping retailers and brands take the next step to a more sustainable store: HL launches HL Sustainable Choice

HL is launching HL Sustainable Choice, a growing range of sustainable merchandising solutions made of renewable or recycled materials to support our customers on their journey to a more sustainable store.

As more retailers and brands pledge their ambition to reduce plastic usage and waste, HL wants to support them on their journey. "Expanding our offer with both recycled plastics and bio-based plastics is a momentous step for HL and a welcome addition to our market leading offer for our customers", said Nina Jönsson, President and CEO at HL.

HL partnered with respected research institutions KTH Royal Institute of Technology in Stockholm and IVL Swedish Environmental Research Institute to develop products made of bio-based materials to reduce the use of fossil-based plastics in HL's products. "It has been exciting to be a part of a project together with HL to investigate what kind of alternatives exist today", said Emma Strömberg, Researcher in Polymeric Materials at KTH. "This project has shown that collaboration between companies and academia is highly important to bring forward alternatives and to find new solutions to create a fossil free society."

"We are working with both recycled and bio-based plastic as both play an important role in the journey to a more sustainable store", said Jonas Marking, Product Manager at HL. "While recycled plastic is a way to reduce the environmental footprint immediately thanks to a decrease in virgin plastic usage, bio-based plastic means avoiding fossil based plastic altogether and supporting the transition towards even more sustainable society."

The first products to be launched in bio-based material are datastrips, and the HL Sustainable Choice range further includes datastrips and shelf talkers made of recycled plastic. Additional products in bio-based and/or recycled plastics will be added to the range as HL continues its focus on reducing waste. "Our ambition is to offer our customers a sustainable choice on one third of our assortment in 2019. This number will grow every year as we support our customers on their journey to a more sustainable shopping experience", said Peder Clason, Group Marketing Director at HL.

About HL

HL is a global leader in in-store merchandising and communication solutions, helping customers to create a better shopping experience around the world. Founded in 1954, HL is today present in 50 countries, providing retailers and brands with merchandising and communication solutions that drive sales, save labour cost, create differentiation and reduce waste.

For more information on HL Sustainable Choice, please contact Jonas Marking, +46 70 399 0991, Jonas.Marking@hl-display.com and visit <http://www.hl-display.com>.

