



Stockholm, 2 September 2021

Leverage shelf automation, free up staff

Minimise repetitive tasks through shelf automation so that personnel can focus on creating a better shopping experience.

In today's demanding retail landscape, where consumers have a wide selection of stores to pick from, with low barriers to switching stores, retailers have to gain shopper loyalty by ensuring their store visits are worthwhile. Therefore, stores need to inspire shoppers by creating pleasurable shopping experiences, which in turn stresses on the demand for more personnel.

On top of that, to stay relevant in a competitive business environment, retailers must keep up with a string of investments in various fundamental areas like sustainability, digitalisation, and online shopping, adding pressure on limited resources. And as online retail continues to grow, the low profit margin of this labour-intensive sector further squeezes business profitability.

While retailers need more personnel to create shopper experiences, but profit margins prevent further cost incurred in staff, that is when automation can make a difference. Up to 45 percent* of staff labour is related to shelf management and up to 50% of in-store tasks could potentially be automated**.

“Helping retailers save time and staff hours in shelf merchandising by leveraging the benefits of shelf automation is what we do. By minimising repetitive tasks, and allowing for efficient use of resources, staff can then spend their time interacting with shoppers and improving their shopping experience” says Björn Borgman, CEO at HL.

In-store installations show that HL products do not only save time required for shelf merchandising, but also help increase sales by as much as 12%^. The most common challenges in operational efficiency are addressed by ensuring shelves are well merchandised with HL automated range—to secure front-faced products, and less time incurred in refilling, planogram changes and pricing updates. Suitable for shelves, coolers and freezers across most categories, HL has a series of pusher, gravity-fed, and pull-fed systems.

Our shelf automation range includes:

- **Roller Track™** – a shelf-ready gravity-feed system that offers full visibility of products, allowing the shopper to make their choice quickly and easily
- **Multivo™** – a shelf merchandising system that ensures well-merchandised shelves and efficient space usage while saving time on daily shelf maintenance
- **Multivo™ Max** – a pusher tray system that ensures neatly organised shelves. The **Multivo™ Max double-decker** is a new addition to the Multivo™ Max range. The tray has two levels and is ideal for smaller containers such as sauces and cream cheese.
- **Next™** – a pusher system automating the process of front-facing and allowing more products to be displayed without the need of a shelf
- **Optimal™** – ensure clear and attractive shelf segmentation for all types of shelving and coolers
- **Facer™** – a smart and easy solution to ensure well merchandised shelves throughout trading hours
- **Electronic shelf label holder** – a range of flexible attachment solutions made to withstand the wear and tear of the retail environment

From supplying store communication to automated merchandising displays, we are committed to reducing our environmental footprint. In 2018, we launched HL Sustainable Choice, a growing range of sustainable merchandising solutions made of renewable or partially recycled materials. During 2020, our HL Sustainable Choice offering was extended further and converted into part of our standard offer. We strive to help our customers create more [sustainable stores](#).

As retail continues to rapidly evolve and gets more competitive, responding to ever-changing shopper needs and expectations is essential. To help retailers and brands win in the physical store, we supply a diverse range of shelf automation solutions, specifically engineered with the shopping experience, store efficiency and sustainability in mind.

Sources:

* Oliver Wyman research and benchmarking 2018.

** McKinsey Perspectives on retail and consumer goods, Winter 2018/2019

^ In-store installations in several countries such as Germany, Austria, the UK and Switzerland, 2019-2021.

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 today is present in more than 70 countries and solutions can be found in 295,000 stores, helping customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and retail non-food.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 27 markets as well as distributor partners covering the remaining markets globally. Our four production facilities are located in Sweden, Poland, the UK, and China and handle a variety of industrial processes, including plastics and metal fabrication, printing, and assembly.

The company has 1,100 employees and net sales of 1,530 MSEK. HL is a wholly owned subsidiary of the listed Swedish investment company Ratos.

Press contact:

For further information please contact:

John Southerington, Product Manager

Email address: john.southerington@hl-display.com

Links:

<https://www.hl-display.com/>

<https://www.linkedin.com/company/hl-display-ab>