

Hede



The better shopping experience

Solutions for  
Fresh produce

# Delight shoppers with fruit & vegetables

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. More consumers are cooking at home and want to be inspired in store.

By implementing our innovative merchandising solutions, you can reduce single use packaging and create abundant-looking displays with less inventory and food waste.

Inspire shoppers and partner with us to **sell more** and waste less

## About HL

HL is an international supplier of store solutions for improved customer experience, profitability and sustainability. HL's offer includes products within store communication and merchandising solutions as well as lighting systems, secondary display and bespoke solutions and services.

Our solutions are installed in 295,000 stores in more than 70 markets around the world and we are proud to be partners of the biggest retailers and brands.

Väg din vara här!

35:-

VATTENMELON



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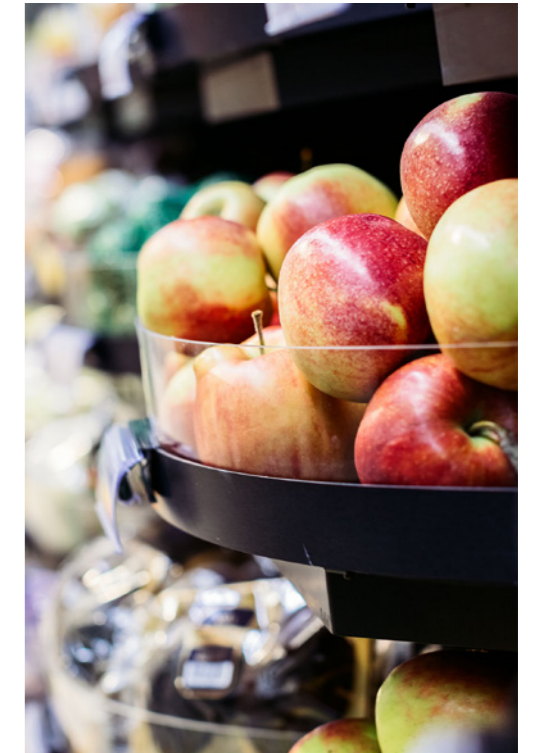
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Coolers

Ambient  
Secondary display  
Communication



**Sigma™**  
Sell more, waste less



**Stunning display**  
and high flexibility

**Sigma™** creates abundant-looking displays without the need for large inventory that can be lost to shrink. By focusing on rotation with right sized merchandising more varieties can be displayed in a standard case.

**Key benefits**

- / Drives sales – up to 30% sales increase in test stores
- / Modular kits for flexibility to combine and customise across multiple chillers
- / Create disruption within a signpost category





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

Use **Sigma™ Half and Quarter pod rows** to create horizontal disruption in chillers

**Merchandising with Sigma™ pods**

- / Improve functionality - faster, easier handling and cleaning that can be done more frequently.
- / Light and durable as it's made from Aluminium for easy handling and cleaning; simply rinse with water
- / Food safe surface that doesn't rust and conducts temperature four times better than steel



**Accessories to help solve the food waste challenge** and manage displays effectively

Our **Sigma™ accessories:** false bottom bins and drawer bins that help solve the food waste challenge and manage displays effectively

**SSS Drawers to minimise exposure to direct airflow**

- / Pull out drawer with removable inner bin for easier cleaning and promote better cooler hygiene
- / Ventilation is from the back of the drawer helping to keep products fresher for longer



**False bottom bin for merchandising chiller base**

- / Aluminium bin with removable clear front and angled false bottom to control amount of stock displayed
- / Easier to clean and promotes better cooler hygiene





Coolers  
Ambient  
Secondary display  
Communication

**Next™**

Maximise merchandising space and product visibility



Add more facings to **increase visibility** and drive sales

**Next™** is a shelf-less pusher tray system sitting on crossbars which allows more products to be displayed, thus increases visibility. The system works well in sub-zero environments such as freezers and coolers.

**Provides maximum flexibility**

- / Standard or heavy-duty crossbar
- / Expandable pusher trays, adaptable in size
- / Different front stoppers and dividers
- / Choice of pusher houses and spring strengths
- / Price labels and lighting can be added
- / Suitable for coolers and freezers

**Key benefits**

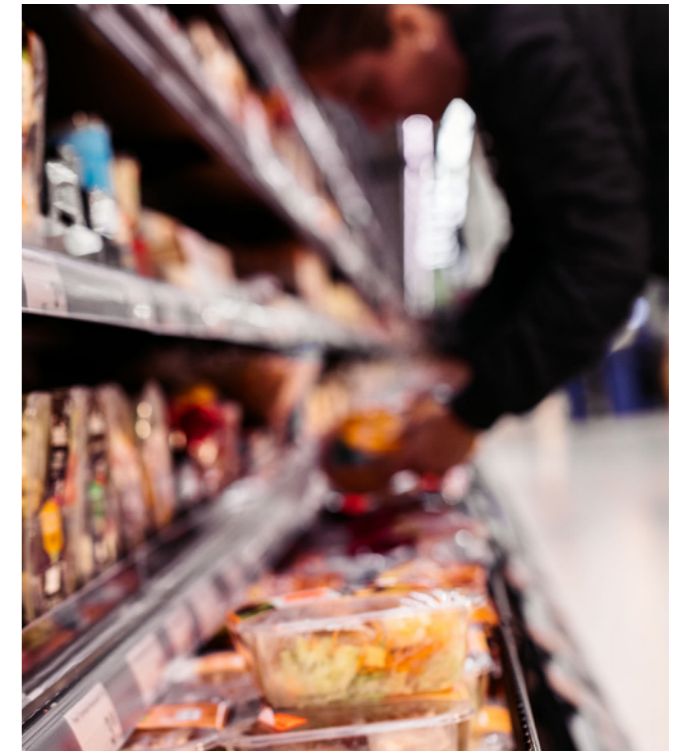
- / Automated front-facing ensures less time required to manage the fixture
- / Efficient space usage
- / Improved product and price visibility



Coolers  
 Ambient  
 Secondary display  
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# Multivo™ Max

The pusher tray system when extra strength is needed



**Less time needed** to keep the shelf neatly organised

**Multivo™ Max** is a pusher tray system that is installed on shelves and ensures neatly organised product display. The system works well in sub-zero environments such as freezers and coolers.

#### Can be adjusted to your needs

- / Adjustable width
- / Different tray depths
- / Straight or angled pusher and different spring strengths
- / Alternative front faces
- / Metal or wire dividers
- / Double decker option for smaller containers such as sauces and cream cheese
- / Compatible with Optimal™ t-rail – and various communication solutions
- / Compatible with Multivo™ rail - for easy planogram changes

#### Key benefits

- / Automated front-facing for more efficient shelf management
- / Suitable for a variety of packaging formats & sizes
- / Easy to install and maintain



- Coolers
- Ambient**
- Secondary display
- Communication

# FreshCase

Abundant looking display when no cooler is needed



**Attractive fruit and vegetable displays** mounted on crossbar, shelves or tables

**FreshCase** is a modular display system for shelves, tables and walls. Various sizes and shelf fronts allow for flexible merchandising to fitting most retailers needs.

**Key benefits:**

- / Combine different sizes of FreshCases to focus on rotation and display different varieties or highlight seasonal produce
- / Complementary design aesthetic to Sigma™
- / Easy to install and clean





Create a cascade  
of fresh produce

**Install FreshCase on crossbars** for stunning cascading display on walls, no shelves needed



**FreshCase is a Sustainable Choice:**

- / Partially made from recycled post-consumer waste
- / Virgin-cap surface is food safe and includes anti-bacterial additives





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# FreshGrid

Fresh table displays that inspire the senses



Invest the time to create **eye-catching fruit & vegetable displays** with modular merchandising that generates disruption and differentiation

**FreshGrid table** in different modules can be customised to fit store size and secure optimal layout. A variety of options can be created for bulk and mixed inventories, with adjustable table inclination for maximum visibility.

#### Key benefits:

- / Right-sized merchandising creating attractive ambient displays
- / Modularity for simple setup and combinations of different accessories
- / Ideal for packaging-free produce



- Coolers
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# Baskets

Attractive and versatile merchandising



Baskets allow for **appealing and customer-friendly** merchandising

**Baskets** in 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





- Coolers
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# Sigma™ floor racks

Drive impulse purchase



**Attractive** secondary display accelerates impulse purchases

**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





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# Bins for packaging-free merchandising

Increase sales by cross-merchandising adjacent categories 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.

### Scoop bins

#### Key benefits

- / Shoppers can pick and mix product and quantity
- / Optimise selling space
- / Help to reduce packaging waste

#### Customise to fit your needs:

- / Different formats and sizes
- / Can be mounted on racks or floor stands
- / Can be combined with other bins
- / Large selection of accessories such as label holders
- / Scoop or tong
- / Compatible with Ad'Lite™ lighting

### Gravity bins

#### Key benefits

- / Shoppers can choose their product mix and quantity
- / Guarantee efficient 'first in, first out' stock rotation and simplified maintenance
- / Help to reduce packaging waste

#### Customise to fit your needs:

- / Different sizes
- / Can be mounted on racks or floor stands
- / Can be combined with other bins
- / Large selection of accessories such as label holders
- / Compatible with Ad'Lite™ lighting



# ESL holders

Automatic price updates help to save labour hours

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



**Automating price** updates free up the staff's time, which can instead be spent on 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

Most profiles can be partly made from recycled plastic





# Mini-Trak

Flexible solutions for overhead communication

- Coolers
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- Communication



**Eye-catching signage** helping shoppers to navigate the store

**With Mini-Trak**, posters or frames hanging from the ceiling are easy to implement and quickly updated if needed. Thanks to numerous accessories they can be easily adjusted without the need for ladders or elevated platforms.

#### Key benefits

- / Help shoppers navigate the section
- / Highlight campaigns and price offering
- / Enhance shopping experience



# Customer case

**30%**  
Sales uplift

**10%**  
Sales uplift

## Sigma™

**Customer:** The Green Grocers, Norwich, UK  
**Solution:** Sigma™

"... as a result we have seen zero waste"  
"It's created this lovely wow factor"

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

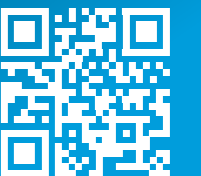
## Sigma™

**Customer:** K-Supermarket Valtari, Finland  
**Solution:** Sigma™

"I can really recommend this to everyone"  
"... food waste has been reduced notably"

*urkia, Store Owner, K-Supermarket Valtari, Helsinki, Finland*

Customer cases on the web.  
Scan for more inspiration!



# Customer case

labour time saving

**10min**

/shelf/week

**Next™**

**Customer:** Lotte, South Korea  
**Solution:** Next™

"The greatest advantage of Next™ is the labour cost saving"\*

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



The sales numbers are outstanding

**Bins**

**Customer:** Coop Switzerland  
**Solution:** Bins

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

*Ricardo Eric Ribago, Product Purchasing Manager, Coop Switzerland*

Customer cases on the web.  
Scan for more inspiration!







# 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.

