



The better shopping experience
Shelf automation solutions

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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 displays and bespoke store 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.

Free up staff through shelf automation

Today's physical grocery stores are evolving, creating experiences and catering to more shopper needs. But providing service, convenience and freshness requires dedicated staff.

We help our customers to inspire shoppers and free up staff by automating repetitive tasks. So store personnel can spend time where it really matters – **engaging with shoppers.**



Roller Track™



Roller Track™ drives up to **11%*** sales growth



Well merchandised shelves with minimum maintenance

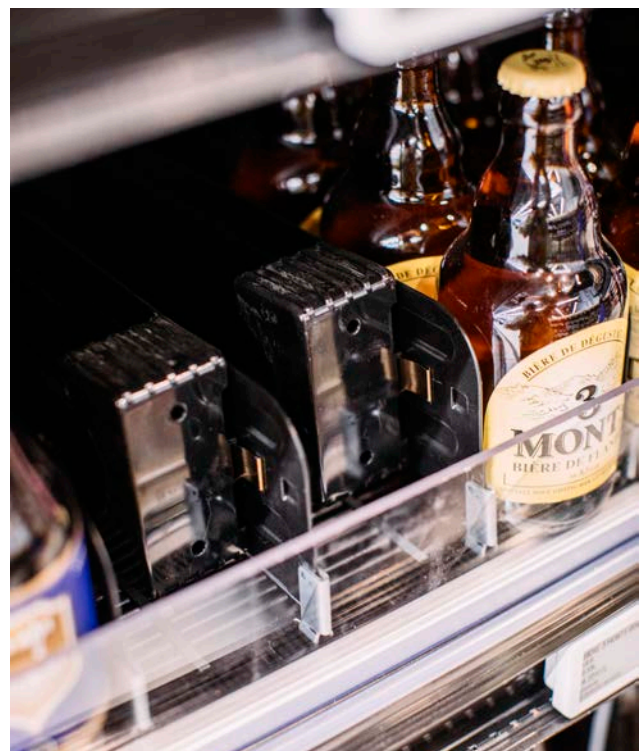
Roller Track™ is a shelf-ready gravity-feed system that offers full visibility of products, allowing the shopper to make their choice quickly and easily.

Find the perfect Roller Track™ fit for your shelves

- Sheets in **different widths and depths**
- Available with plates **for bottles and other heavy products** to avoid roller damage
- Different **front risers and profiles** – possible to customise e.g. with branded message
- **Angle provider** for flat shelves
- Compatible with **Optimal™** merchandising solution and available with other **pushers and dividers**

Key benefits

- Automated front-facing – **save 39% time required for shelf merchandising**
- **Easy to install, use and maintain**
- Suitable for variety of **packaging formats and sizes**



Multivo™



Save up to **80%*** of time
needed for installation and
planogram changes



Simplify daily maintenance and planogram changes

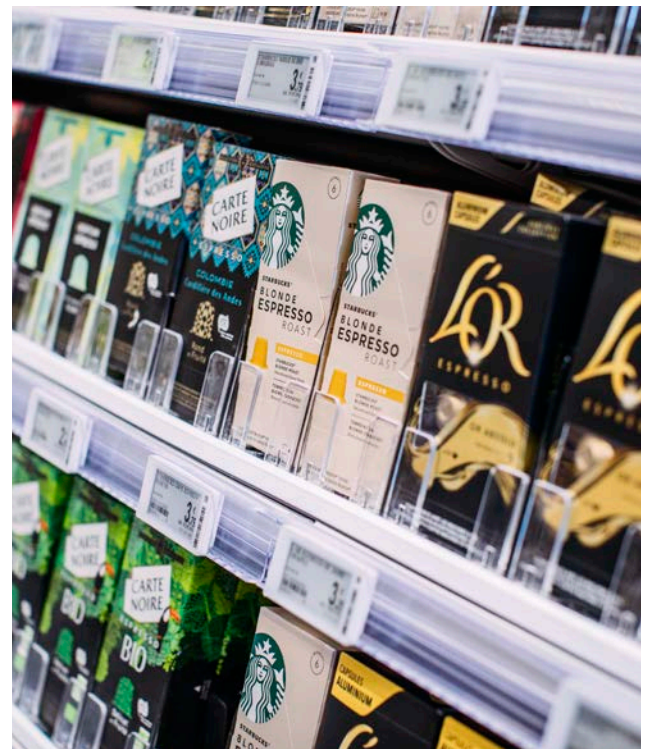
Multivo™ is a shelf merchandising system that ensures well-merchandised shelves and efficient space usage while saving time on daily shelf maintenance.

Multivo™ is suitable for a number of packaging types and sizes thanks to features such as

- Fast refilling thanks to **flip-down front**
- Different **dividers** and **lengths**, combined with **pusher or Pull-strip™** functionality
- **Only front-rail** needed

Key benefits

- Automated front-facing for more **efficient shelf management**
- **Faster refilling**
- Easier & faster fixture changes – **save up to 80% on installation & planogram changes**



Source: test comparing installation of Multivo vs other system, HL Display.

Multivo™ Max



Perfect **front-facing**, high **flexibility** and efficient **space usage**



Automated front-facing when extra strength is needed

Multivo™ Max is a pusher tray system that is installed on shelves and ensures neatly organised shelves.

Multivo™ Max can be adjusted to your needs

- Adjustable **width**
- Different **lengths** and **pusher** strengths
- Alternative **fronts**
- **Divider** options
- **Compatible with Multivo™ rail** that is easily mounted in the front or the back of the shelf for easy planogram changes

Key benefits

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



| Next™



Boost sales by
up to **16%***



Maximise merchandising space and product visibility

Next™ is a pusher system that automates the process of front-facing products. Sitting on cross-bars, Next™ allows for more products to be displayed – no shelves needed.

Next™ can be adapted to fit your needs

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

Key benefits

- Automated front-facing – **save 24% time required for shelf merchandising**
- **Efficient space usage**
- **High product visibility**



* Source: Nielsen test stores, Sweden.

Optimal™



Well-merchandised shelves no matter the product



Clear and attractive shelf segmentation

Optimal™ trays and pushers ensure clear and attractive shelf segmentation for all types of shelving, even in coolers.

Adapt Optimal™ to your needs

- **Pusher** alternatives for a number of packages and sizes
- **Beverage trays** available, suitable for **smaller bottles** and **cans**
- Compatible with **Brandline™** shelf **communication** range
- Can be combined with **Roller Track™**

Key benefits

- Automated front-facing for more **efficient shelf management**
- **Easy to install and maintain**
- **Ambient- and cooler-friendly**

All transparent PET dividers are made from **recycled plastic**



| Facer™



Save up to **36%*** time
for front-facing shelves



Flexible pull-feeding system

Facer™ is a smart and easy solution to ensure well merchandised shelves throughout trading hours.

Facer™ is a width-adjustable steel frame, placed on shelf hidden behind a front riser - simply lift the frame, pull forward, put frame back into place.

Facer™ works for most types of beverages including juices, beers, wines & spirits

- **Adjustable width**, available in **different lengths**
- Customise front-risers with **branded messages**
- Add **end caps** or **sign holders**

Key benefits

- Automated front-facing – **save 36% time required for shelf merchandising**
- **Lower risk of over-stocking** and broken bottles
- Keep **products aligned**



Source: Time saving reported in test store, time periods w. 8-9 2015 vs. w.12-13 2015, Nielsen, Sweden, 2015.

RotoShelf™



Rotate the section 180°



Fill from the back



Rotate the section back

Efficient and flexible shelf merchandising

Rotoshelf™ is a rotating shelf with round edges for more efficient merchandising while allowing high flexibility.

Rotoshelf™ offers many benefits

- Supports **'first in, first out'**-principle and **perfect front-facing** with gravity-feed.
- Suitable for **different types** of coolers
- **Flexible set-up** allows for **various** can or bottle heights

Key benefits

- Automated front-facing for more **efficient shelf management**
- **Faster refilling** with 'first-in-first-out' principle
- **Higher flexibility** to allow for different packaging heights

RotoShelf™ is easy to install and fits different type of coolers

RotoShelf™ Multideck:

Fits in standard cases, works with or without doors, flexible shelf configuration

RotoShelf™ Cold rooms:

For use in shallow cold rooms, combine CR units to form longer sections

RotoShelf™ Cabinets:

Tailored to fit cabinets from variety of manufacturers



TurnLoader™



Quick and easy stock rotation for a larger volume of products



Efficient merchandising for coolers

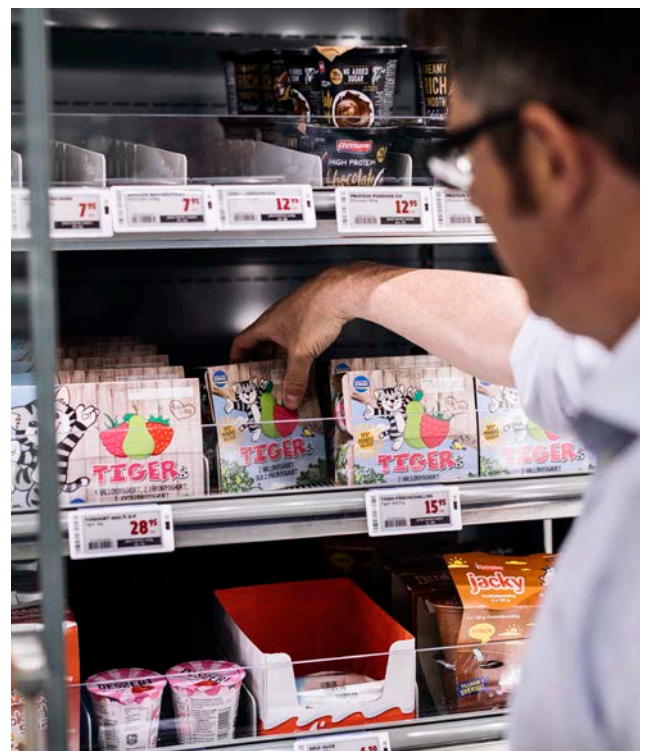
TurnLoader™ is a rotating shelf with straight edges that allows for more efficient merchandising and more products on shelf.

TurnLoader™ provides a number of benefits:

- Fits in **standard multideck cases**
- **Adjustable** shelf angle or flat shelves are possible for merchandising multi-packs
- **Suitable for chillers**, TurnLoader™ can be integrated into an existing fridge cabinet design. Alternatively, they can be retrofit and installed into a new retail concept.
- **Supports 'first-in, first-out'** principle, ensuring products with shortest shelf life are sold first

Key benefits

- Automated front-facing for more **efficient shelf management**
- **Faster refilling** with 'first-in-first-out' principle
- Additional **deeper facings** vs RotoShelf™



Profiles and holders for electronic shelf labels



ESLs can save up to **50%*** time required for automatic price updates



Retail-proof for every need

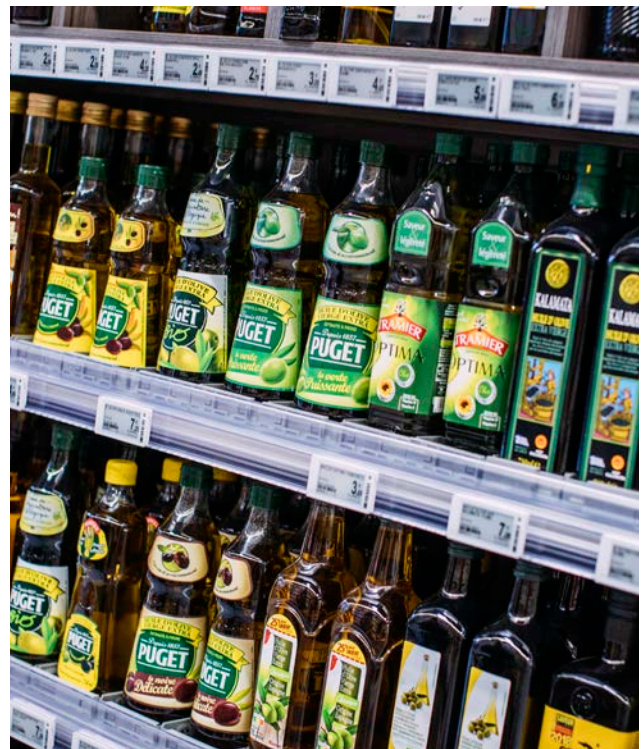
Our range of flexible attachment solutions are made to withstand the wear & tear of the retail environment.

A wide assortment to cater to every need

- Various rails and rear parts fitting for almost every shelving solutions
- Options with extra protection for lower shelves
- Holders for peg hooks available

Key benefits

- Designed to **withstand the wear-and-tear** of the retail environment
- **Choice of carrier profiles** and holders to fit any need
- Made from **recycled plastic** available



Source: Oliver Wyman research.



Customer cases



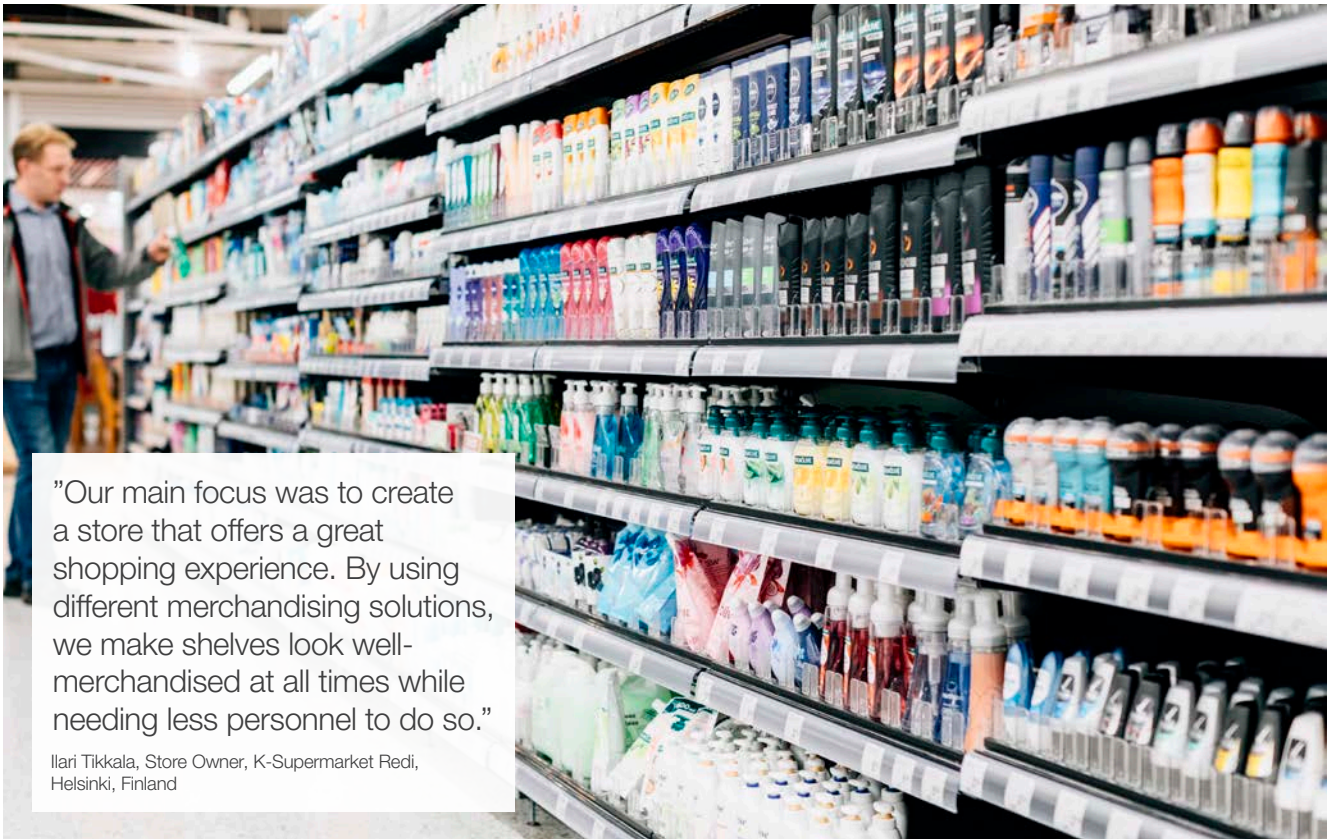
Driving sales with RotoShelf™

Customer: K-Supermarket Hertta, Finland • Solution: **RotoShelf™** • Date installed: 2017 • Sales uplift: **+8% average category sales increase**



Reducing friction at check-out

Customer: Albert Heijn to go, The Netherlands • Solution: **Power Track™, ESL holders** • Category: **across the store**
• Background: Power Track™ in combination with our electronic shelf label holders allow this automated self-serve technology to save shoppers' time at check-out • Installation: 2019 • Results: implemented in 5 Albert Heijn to go stores, with more stores in the pipeline



”Our main focus was to create a store that offers a great shopping experience. By using different merchandising solutions, we make shelves look well-merchandised at all times while needing less personnel to do so.”

Ilari Tikkala, Store Owner, K-Supermarket Redi, Helsinki, Finland



Automating shelves to free up staff

K-Supermarket Redi in Helsinki Finland implemented a wide range of shelf automation solutions across many categories of the store including health & beauty, beverages, frozen & fresh foods and more.





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.

