

As of 1st of October 2019,
Optimal™ PET dividers are made
from recycled plastic.



HL
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The better shopping experience
Range overview



We are supporting our customers on their journey to a **more sustainable store**

By decreasing the usage of virgin fossil-based plastic we, together with our customers, have the possibility to reduce the carbon footprint of the retail business. We are proud to offer HL Sustainable Choice, a growing range of sustainable merchandising solutions made from renewable or recycled materials.

The challenge

To ensure that our original assortment is produced in a responsible way, we have worked hard over the years to minimise our factories' impact on the environment. HL's extrusion plant in Sundsvall, Sweden, is a good example, where energy is only used from renewable sources.

But we can do more. It is our ambition to greatly reduce the usage of virgin fossil-based plastic. There are two ways of doing this:

1. Replace the virgin material with recycled material
2. Shift from fossil-based plastic to bio-based plastic

Recycled plastic

Recycling is key to reducing waste and moving from a linear to circular society. We have invested in equipment to enable us to recycle our own

factory scrap, making sure that as little material as possible is wasted in the production process. In addition, we are sourcing recycled material from external suppliers. Availability differs between different types of plastic.

Most often recycled materials are mixed with virgin material to ensure that our high-quality demands for the end product are met.

Increased recycling is an efficient way to decrease the environmental footprint today.

Bio-based plastic

To move to a truly circular economy we need to use materials that come from renewable resources. That means that in the long run we need to avoid fossil-based plastic altogether. Together with KTH – Royal Institute of Technology in Stockholm, we engaged in a project to identify a bioplastic that can replace some of the fossil-based plastics

we currently use PLA. PLA is a bioplastic made from renewable resources such as corn and sugar cane and it is biodegradable. PLA can be used for both extrusion and injection moulding.

Global production capacities for PLA are predicted to grow by 50% in the next five years. This will enable more efficient material production.

What is the best alternative?

So, is it best to increase recycling or to say 'no' to fossil-based products altogether? We do not believe there is one right answer to this question as different organisations will pursue different strategies. What matters is that we are taking steps towards the same goal. With HL Sustainable Choice, we want to help you move towards that goal - a more sustainable store.

The Sustainable Choice portfolio

It is our ambition to always offer our customers a sustainable choice and we are continuously adding new products to the range. To ensure product quality, products in the Sustainable Choice range are made from a mix of recycled and virgin plastic, or from a mix of bio-based and fossil-based plastic.

Datastrips for paper and electronic shelf labels

Most profiles can be made from recycled plastic.

Profiles made from bioplastic are PLA-based and offered on demand. The bio-based content is at least 75%.

A Life Cycle Assessment (LCA), made by IVL Swedish Environmental Research Institute, shows that the environmental footprint of profiles made from recycled material is 10% lower compared to virgin material. For profiles in bioplastic the decrease is currently 11%, however, as the market for PLA matures there is great potential for a decrease of the environmental performance.

Shelftalkers

Shelftalkers can be made from recycled PVC or PETG. All types of non-printed or digitally printed shelftalkers in 0,4 to 0,7 mm sheets can be produced.

Pusher system

Multivo™ is a pusher system made from recycled PET that ensures automated front-facing and more efficient refilling. It is suitable for a number of packaging types and sizes.

Dividers

All Optimal™ PET dividers are made from recycled PET. They are transparent and available in all sizes and for all front types, breakable and non-breakable.

Shelf trays

Shelf trays help to create attractive product displays and effective communication. All tray types and sizes in the Brandman™ range can be produced from a mix of recycled and virgin plastic or bio-based plastic.

Recycled plastic Brandman™ trays are made from recycled Polystyrene and can be produced as transparent tray or in a wide range of colours.

Bioplastic BrandMan™ trays have a bio-based material content of 85% and are breakable (to adjust the depth). They are available in natural white but other colours can be produced on demand.

Freezer trays can be made from bioplastic and are especially designed to withstand sub-zero temperatures. Standard colour is white but other colours are available on order.

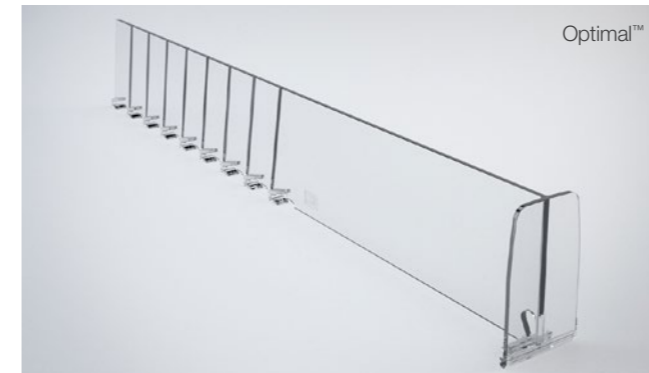
FreshCase

Ideal for merchandising loose produce on tables or shelves, FreshCase has a food-grade surface and is made from recycled ABS. It is available as flat or curved front cases in 600 mm, 400 mm and 300 mm widths and is designed to complement our Sigma™ system for fresh produce.

Gravity bins

4eBin™ gravity bins are made from recycled PET. The bins guarantee efficient 'first-in, first out' stock rotation and help to reduce unnecessary packaging waste. They are easy to clean and available in several sizes.

	Recycled material	Bioplastic
Datastrips	✓	✓
Shelftalkers	✓	-
Dividers	✓	-
Pusher system	✓	-
Shelf trays	✓	✓
FreshCase	✓	-
Gravity bins	✓	-





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