

HL expands HL Sustainable Choice to more than one third of range, exceeds 2019 target

To help support retailers and brands in their journey to becoming more sustainable, HL has expanded their offering of products made from recycled plastic or bioplastic.

In September 2018, HL launched HL Sustainable Choice, a growing range of sustainable merchandising solutions made of renewable or recycled materials. Since the initial launch, more products have been added to the HL Sustainable Choice range.

“Currently, we have over one third of our products available in HL Sustainable Choice,” says HL Product Manager, Jonas Marking. “It was our ambition to offer one third of our portfolio in Sustainable Choice by the close of 2019, so we are thrilled to have exceeded that goal already.”

Earlier in 2018, HL collaborated with KTH Royal Institute of Technology in Stockholm and IVL (the Swedish Environmental Research Institute) during the R&D process. Finally, HL Sustainable Choice was developed and launched.

As of 1 January 2020, HL Sustainable Choice will be available across a broader range of products. The complete assortment is as follows:

- Shelftalkers
- Pusher trays
- Optimal™ Dividers
- Shelf trays
- FreshCase
- New: 4eBin™ gravity bins
- Datastrips
- New: Multivo™

HL is leading the industry when it comes to reducing the use of fossil-based plastics in merchandising solutions. Jonas explains, “There is huge shift in behaviour where consumers are concerned about the environment. With this change in attitude has come an increasing expectation for companies to be more sustainable and we are determined to do our part. By switching to renewable and recycled materials, we are decreasing our dependency on oil and can reduce the emissions of greenhouse gases.”

FMCG brands in the health and beauty, frozen food and beverage categories have been fast to adopt, requesting that bespoke merchandising displays be made from the HL Sustainable Choice range. Similarly, retailers have also taken a great interest in sustainable solutions, such as recycled datastrips for price communication.

“In 2020, we will continue to promote HL Sustainable Choice and look forward to partnering with more customers to help them become a sustainable retailer. Eventually, we want to move to a truly circular economy, which is a goal we are always working towards.” Jonas concludes.

About HL

Founded in 1954, HL help retailers and brands around the world to create attractive and profitable in-store environments that strengthen the consumer’s shopping experience. With solutions installed in 295,000 stores worldwide and a presence in more than 70 markets, HL partner with customers to grow sales, drive automation, inspire shoppers and reduce waste.

For more information on HL Sustainable Choice, please contact Jonas Marking, +46 70 399 0991, Jonas.Marking@hl-display.com or visit www.hl-display.com