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HL Display is named Top Supplier Retail 2023 at reta awards

The Top Supplier Retail 2023 award in the category Best Customer Experience is the latest recognition for the packaging-free merchandising solution PodBin™, implemented in connection to Carrefour's "bulk experience" and in collaboration Vracoop's maYam and Digi France.

HL Display was recognised as a Top Supplier Retail 2023 in the category Best Customer Experience at the reta awards ceremony which was held at EuroShop, the world's largest retail fair in Dusseldorf, Germany. Presented by EHI Retail Institute, an international jury selected three winners in each of the five award categories, recognising outstanding technology projects. EHI and Lebensmittel Zeitung also honoured the technology partners involved in the winning projects as Top Supplier Retail 2023.

The project that HL was recognised for is Carrefour's "bulk experience" which aims at accelerating packaging-free shopping and, thus, avoiding unnecessary packaging waste. Carrefour has made strong commitments in this area; for example, 100% the retailer's product packaging should be recyclable, reusable or compostable by 2025. To reach this target, Carrefour is challenging suppliers to step up their efforts in the area of sustainability.

For the project, HL contributed PodBin™, a packaging-free merchandising solution. Developed in collaboration with Smurfit Kappa, PodBin™ provides improved traceability, communication, storage and handling of products sold in bulk are improved. By partnering with Vracoop's maYam, an online traceability application, consumers are able to access product information of the bulk merchandise they purchase more easily, and the usage of reusable containers is simplified. Furthermore, by attaching sensors to each bin, the scale in the fixture recognises which product has been chosen, simplifying the shopping process but also reducing the risk of errors. Both sensors and scales were provided by Digi France. The project was implemented in Carrefour's Montesson and Voisin le Bretonneux stores.

"I am proud for HL to be named Top Supplier Retail 2023 in connection to Carrefour's 'new bulk experience'," says Björn Borgman, CEO of HL Display. "Reducing packaging waste is a major challenge we need to tackle, and innovating to support our customers on their journey to create more sustainable stores is a priority for HL." Packaging-free merchandising is a key innovation area for HL, where the company has a leading position in Europe.

The recognition as Top Supplier Retail 2023 follows Carrefour's win of a LSA Innovation Trophy in December 2022 for the same project.

To continue the award-winning collaboration, HL and maYam signed a partnership agreement. This will strengthen HL's leading offer within the fast-growing segment of packaging-free merchandising and help both companies to accelerate the implementation of bulk solutions in grocery retail, with the ultimate aim to reduce packaging waste.

For more information about the reta awards, visit <https://www.reta-europe.com/award/>

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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 330,000 stores, supporting customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and non-food retail.

The HL Display Group has its headquarters in Stockholm, Sweden and sales offices in 23 countries covering 39 markets as well as distribution partners covering the remaining markets globally. The five 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 1,900 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.