



The better shopping experience

Shelf automation
solutions

Free up staff with shelf automation

Creating a convenient and vibrant shopping experience to make shoppers' visit to the store worthwhile requires dedicated staff and time.

Because time is precious, we help our customers free-up staff by automating repetitive tasks, so store personnel can focus on what really matters – engaging with shoppers.

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.



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Roller Track™

Gravity-feed or pusher system
for perfectly front-faced products



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. Available with pusher or angle provider for flat shelves.

Quick and easy to install

- / Sheets in different widths and depths
- / Different front risers and profiles – possible to customise e.g. with branded message
- / Available with plates for bottles and other heavy products to avoid roller damage
- / Compatible with Optimal™ merchandising solution
- / Angle adapter available to create gravity effect on flat shelves
- / T-dividers available for conical shaped packaging

Key benefits:

- / Avoid perceived out of stock with automated front-facing
- / Suitable for variety of packaging formats and sizes
- / Easy to install, use and maintain

Multivo™

Simplify daily maintenance and planogram changes



Save time needed for installation 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.

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
- / Multivo™ flip-front pushers are part of the Sustainable Choice range and are available in partially recycled plastic

Key benefits:

- / Save time on shelf maintenance due to automated front-facing and faster refilling
- / Always attractive shelves
- / Easier and faster fixture changes





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



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



Optimal™

Clear and attractive shelf segmentation



Well-merchandised shelves
no matter the product



Optimal™ beverage trays and pusher solutions ensures attractive shelves while reducing the time needed to keep the shelf in order.

Adapt to your needs

- / Front rails that enable attachment to different shelves
- / Back supports with optional manual feeding, keeping irregular packs in place
- / Pushers and trays for automated front-feeding
- / Compatible with Brandline™ shelf communication range
- / Can be combined with Roller Track™
- / Transparent dividers are partially made from recycled plastic, black dividers can be made from 100% recycled plastic

Key benefits

- / Ensures perfect product presentation
- / Easy to install and adjust
- / Ambient and cooler friendly





Facer™

Front-faced in one pull



Suitable for most types of bottles, cans or jars

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 and put the frame back into place.

Flexible and easily installed

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

Key benefits

- / Simplified refilling and front-facing
- / Lowers risk of over-stocking and broken bottles
- / Keeps products aligned



Modulo

Pusher trays in shelf-ready modules



Visibility and flexibility for your brand



Modulo pusher tray system helps to create attractive product displays and effective communication while protecting shelf space. Modulo is a modular tray, easy to adapt to varying retail and shelf formats.

Highly adaptive and effective

- / Available for shelves with depth of 400 and 500mm
- / Trays can be delivered pre-assembled as shelf ready modules
- / Compatible with shelfliners and a range of accessories for brand communication
- / Modulo is partly made from recycled plastic and part of our Sustainable Choice range

Key benefits

- / Number of facings can easily be adjusted to the available shelf space
- / One wall trays maximize number of facings
- / Simple and quick front loading with flip front





Profiles and holders for electronic shelf labels

Retail-proof for every need



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



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
- / Our ESL profiles are part of our Sustainable Choice range and are available in partially recycled plastic

Key benefits:

- / Designed to withstand the wear and tear of the retail environment
- / Choice of carrier profiles and holders to fit any need
- / Four different systems with unique sets of benefits

Source: Source: Oliver Wyman research.



Customer cases

With automated front-facing – more rows, more visibility

Customer: Edeka South-West, Germany

Solution: Next™

Category: Chilled - Sausage & pasta

Installation: 2021

Result: Normally there are five rows of products. After installing Next™ space is maximised and allows for six neat rows with 60 more front-facing items.

60
more
front-facing
items

Sales
increased by
11%

11% growth in sales
4-7 hrs saved weekly

Customer: Nisa Fenstanton, UK

Solution: Next™

Category: Confectionery

Installation: November 2020

Result: Sales increased by 11%. 4 – 7 hrs saved weekly on replenishing shelves, and 10 extra facing added to total fixture.

"We have seen an 11% growth in unit sales over a three-month period since the installation of Next™," said store owner Amit Puntambekar."

Sales
increased by
12%

Increase sales &
reduce labour cost

Customer: Interspar Salzburg, Austria

Solution: Multivo™

Category: Health & Beauty

Installation: August 2019

Result: Approx 12% sales uplift due to more organised shelves and 2% labour cost saving due to automated front-facing.

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.

