



Stockholm, 19 May 2022

## HL Display signs license agreement about exclusive distribution with EasyFill

*HL Display has today signed a license agreement with EasyFill about the exclusive European distribution rights of EasyFill's TurnLoader and RotoShelf solutions for multideck chillers.*

Following the agreement, HL Display will exclusively manage the sales and distribution of EasyFill's RotoShelf and TurnLoader solutions for chillers to both supplier and distributor of chillers and direct to retailers across Europe. The agreement is an extension of the existing collaboration between both companies and will be valid for five years with the intention to extend the agreement further.

"I am glad to have come to an agreement with EasyFill regarding the exclusive distribution rights for TurnLoader and RotoShelf in Europe", says Björn Borgman, CEO of HL Display. "It is our ambition to help customers to create stores that are easy to manage and a joy to shop, and both products fit this mission and our portfolio perfectly. I believe that with our strong sales team and network we will be able to accelerate sales across Europe and both EasyFill and HL will benefit greatly from this agreement."

Jens Liden, acting CEO of EasyFill agrees: "I'm very happy today to be able to announce this deepened cooperation and I believe that with EasyFill innovative FIFO merchandising solutions for multideck cases in the portfolio, HL Display has all the tools, the network, and the name in the market to really establish these products on the European market and thereby contribute to streamlining the grocery trade. We look forward to a successful collaboration in the future."

The exclusive distribution agreement is valid as of 1 September 2022.

### **About EasyFill**

EasyFill AB (publ) is a Swedish innovation-driven company with the focus on developing innovative merchandising solutions that simplify the handling of goods in food retail stores and fuel stations. Founded in Bräcke, Jämtland 2005, EasyFill AB (publ) is listed on Spotlight Stockmarket. The group has operations in six markets through its own companies.

### **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 295,000 stores, helping customers to grow sales, inspire shoppers, drive automation, and reduce waste.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 26 markets as well as distributor partners covering the remaining markets globally. The company has 1,100 employees and net sales of 1,700 MSEK, and is a wholly owned subsidiary of the listed Swedish investment company Ratos.

For more information, please contact Björn Borgman, CEO HL Display, +46 722 641 790, [Bjorn.Borgman@hl-display.com](mailto:Bjorn.Borgman@hl-display.com) and visit <http://www.hl-display.com>.