



Stockholm, 3 September 2024

## HL Display acquires food retail business of Effekt Grafik Werbeträger

*HL Display acquires selected assets related to the food retail business of Effekt Grafik Werbeträger GmbH & Co. KG, a full-service provider of print and display solutions for retailers and brand suppliers. The agreement also includes the transfer of employees working with the food retail business at Effekt Grafik. The acquisition will further strengthen HL's offer of custom-made solutions as well as its position as a leading supplier of in-store merchandising and communication solutions in Europe.*

Effekt Grafik, based in Bocholt, Germany has established itself as a supplier of print and display solutions to the retail industry. With more than 50 years of experience and its full-service offer from design and production to installation and after-sales services, the company has built strong customer loyalty.

"I am glad to announce the acquisition of the food retail part of the Effekt Grafik business and for the respective employees to join HL", says Björn Borgman, CEO of HL Display. "Not only does the team have a track record of high customer satisfaction, but their capabilities within print and display design and production are a perfect complement to HL. This will further strengthen our offer of printed and custom-made solutions and allow us to better support our customers in Germany and Central Europe. I am looking forward to welcoming the new team members to HL and building the business together in the future."

The acquired part of Effekt Grafik has a team of 46 employees and annual sales of around €7m. Going forward, it will be part of HL's subsidiary werba print & display, which was acquired by HL Display in 2023.

Dietmar Leppert, Commercial Director of the werba business at HL Display says: "I am delighted for the food retail business of Effekt Grafik to become part of werba and HL. Both portfolio and capabilities are a great addition to our offer which will enable us to even better cater to our customers' needs."

Michael Emming, Managing Director of Effekt Grafik says: "I am proud of the business we have built over more than 50 years and the strong relationships we have with many of our customers. While I am disappointed that not the entire team is able to join HL Display, I appreciate the opportunity for the food retail business to continue to grow in the future."

### **For more information, please contact:**

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## **About HL**

HL is a leader in in-store merchandising and communication solutions, helping customers to create a better shopping in-store experience for shoppers and personnel. 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 efficiency, 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 seven production facilities are located in Sweden, Poland, Germany, the UK and China and handle a variety of industrial processes, including plastics and metal fabrication, printing and assembly. The company has 1,300 employees and net sales of 2,300 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.