



The better shopping experience

Solutions for
food & beverages to go

Unlock the potential of food & beverages to go

Grocery retail is evolving fast and responding to changing shopper needs is critical. As shoppers reprioritise how they spend their time, fast and convenient shopping is no longer optional – it's essential.

Addressing these evolving shopper expectations is a significant opportunity for retailers and brands. Therefore, the ever-expanding assortment of food & beverages is a focus area for many retailers, stressing the importance of shopper guidance, product availability on shelf and attractive merchandising even through peak hours – all of which are key for convenient shopping and efficient store management.

HL is offering a range of solutions for fast and convenient shopping experiences, while simplifying daily maintenance for store staff – so our customers can unlock the full potential of food & beverages to go.

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.

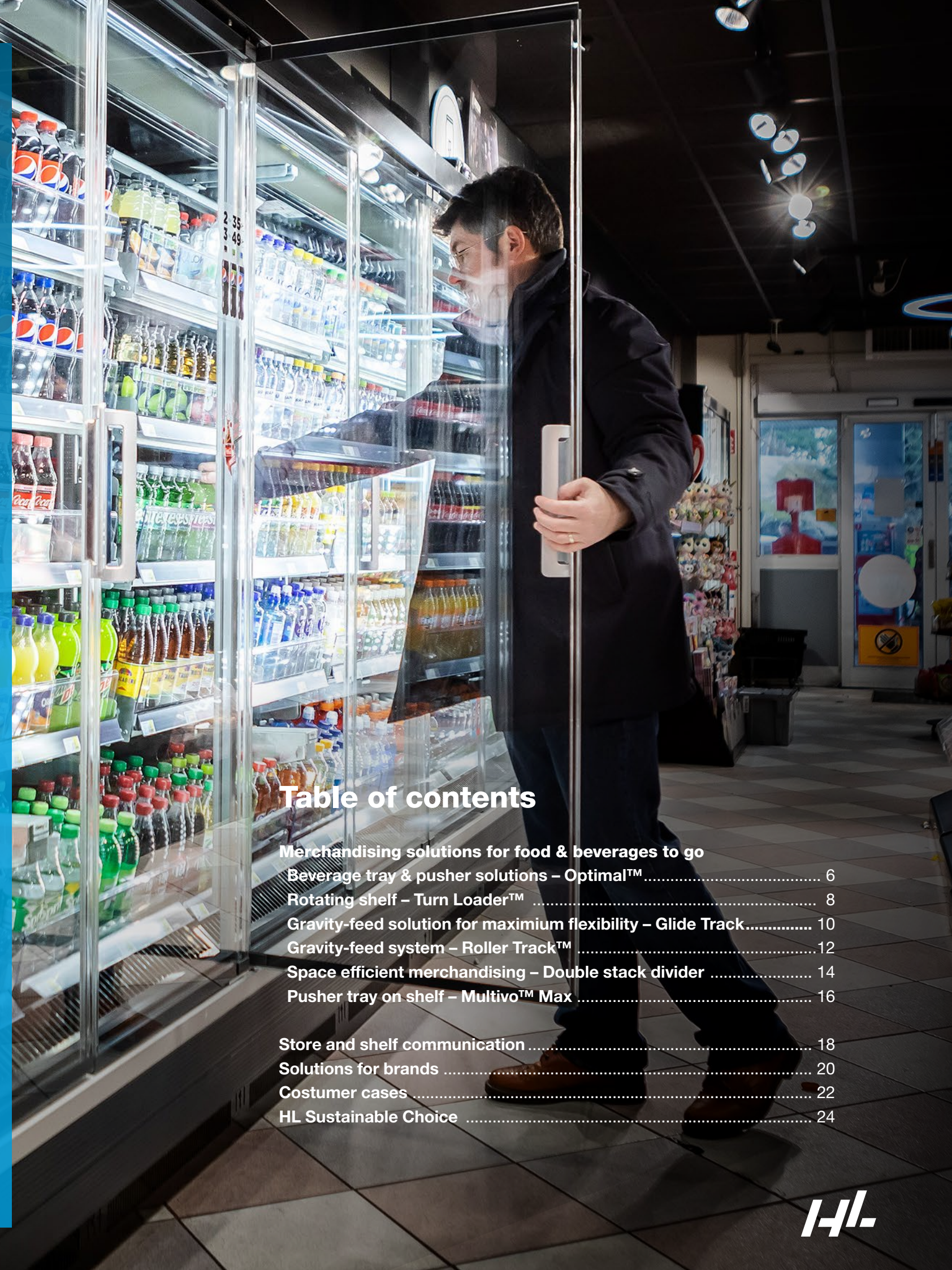


Table of contents

Merchandising solutions for food & beverages to go	
Beverage tray & pusher solutions – Optimal™	6
Rotating shelf – Turn Loader™	8
Gravity-feed solution for maximum flexibility – Glide Track.....	10
Gravity-feed system – Roller Track™	12
Space efficient merchandising – Double stack divider	14
Pusher tray on shelf – Multivo™ Max	16
Store and shelf communication	18
Solutions for brands	20
Customer cases	22
HL Sustainable Choice	24



Explore our food & beverages solutions

The beverage chiller

Beverages are a key traffic driver, especially for convenience formats. With a strong brand presence ranging from international players to small locals, choice is big, and merchandising can be a challenge. Placing as much product in the available space is a major concern for retailers, resulting in narrowly spaced shelves.

- + Easy to locate in store
- + Potential for unplanned purchases
- Perceived out of stock on top and bottom shelves can lead to lost sales
- High shopping frequency makes maintaining attractively merchandised shelves challenging



The smaller mixed cooler

Placed close to the entrance or exit of the store, smaller mixed coolers hold a large variety of food & beverages to go, from salads and sandwiches to yogurt, smoothies and more. Being heavily shopped during peak hours, the often-changing assortment requires flexible merchandising solutions.

- + Easy to locate in store
- + Enables quick shopping trip
- Difficult to shop due to large variety of products in limited space
- High shopping frequency and large variety of packaging formats make maintaining attractive shelves difficult
- Perceived out of stock on top and bottom shelves can lead to lost sales



The category section

Placed further into the store, the category section combines both grab & go products and those that require heating. Usually more spacious than the smaller mixed cooler, the category section holds a large assortment of SKUs.

- + More choice than the smaller cooler
- + Easier to shop
- Can take longer to locate in store
- Can be difficult to shop without signage
- Challenging to maintain attractive shelves throughout trading hours

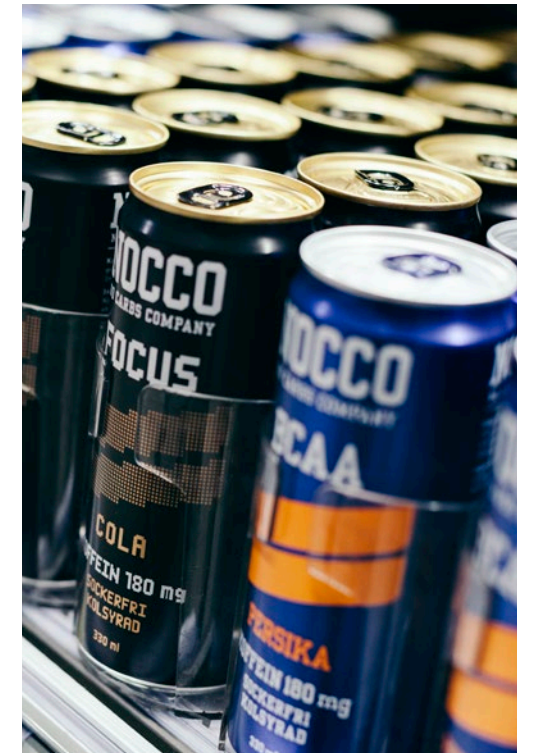




Optimal™ beverage tray

Automated front-facing
for beverages

Beverage chiller
Smaller mixed cooler
Category section



Save time merchandising
to **free up staff**

Optimal™ trays and pushers ensure always front-faced products on flat or angled shelves.

Adapt Optimal™ to your needs

- / Different sizes available for smaller bottles, regular and sleek cans
- / Pusher alternatives for flat shelves

Key benefits

- / Avoid perceived out of stock, even with narrow or dense shelves
- / Helps to create and maintain attractive shelves
- / Easy to install and maintain



Beverage chiller
Smaller mixed cooler
Category section

TurnLoader™

Rotating shelf for
efficient merchandising



Quick and easy stock rotation
for a larger volume of products

TurnLoader™ is a rotating shelving system that reduces refilling time for a more efficiently merchandised shelf.

TurnLoader™ provides high flexibility:

- / Replaces shelves and fits in standard multideck cases
- / Adjustable shelf angle or flat shelves are possible for merchandising multi-packs
- / Supports 'first-in, first-out' principle, ensuring products with shortest shelf life are sold first

Key benefits

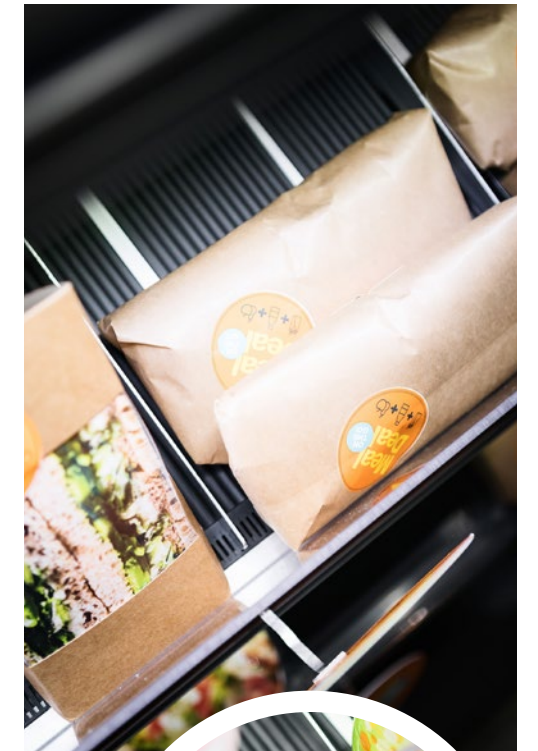
- / Automated front-facing reduced perceived out of stocks and drives impulse purchases
- / Reduced refilling times
- / 'First in, first out' principle helps to reduce food waste



Beverage chiller
 Smaller mixed cooler
 Category section

Glide Track™

Automated front-facing
 with high flexibility



Easily adaptable merchandising
 for variety of packaging formats

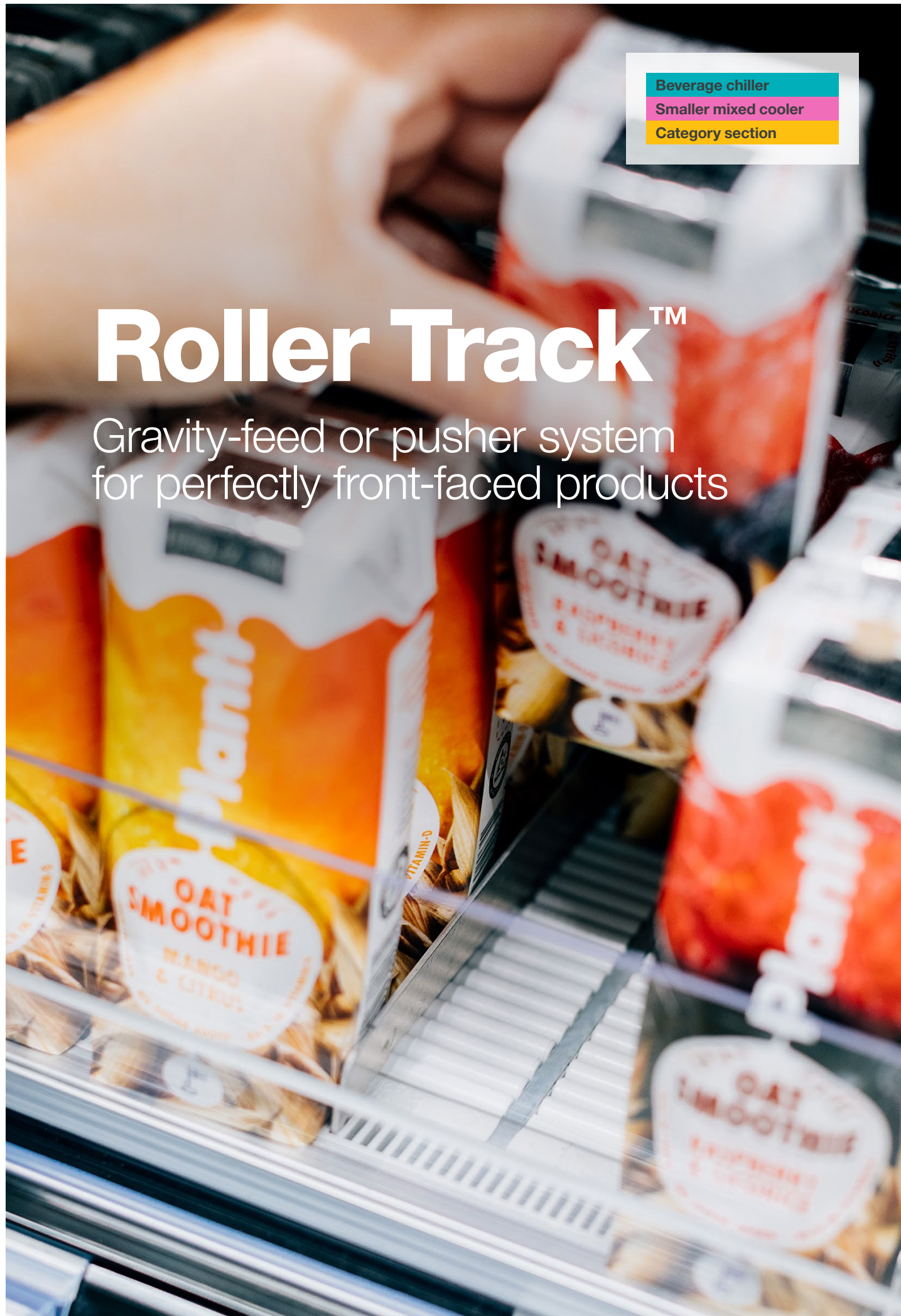
Glide Track™ is an effective gravity-feed system for automated front-facing. Highly flexible, it allows perfect product visibility while optimising space.

**Find the perfect Glide Track™
 for your needs**

- / Sheets in different widths and depths
- / Compatible with Roller Track™ accessories
- / Different front risers and profiles – possible to customise e.g. with branded message
- / Suitable for packaging with uneven bottom
- / Angle provider for flat shelves to create gravity on flat shelves

Key benefits:

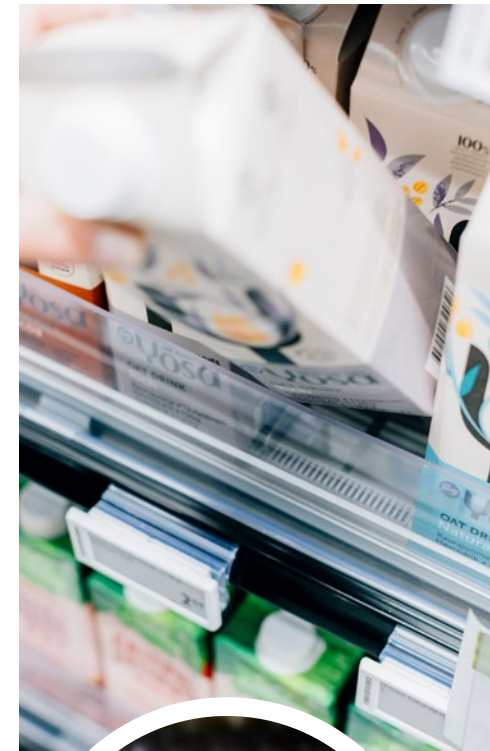
- / Avoid perceived out of stock with automated front-facing
- / Create and maintain more attractive shelves that are easy to shop
- / Suitable for mixing of packaging formats in the same section



Roller Track™

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

- Beverage chiller
- Smaller mixed cooler
- Category section



Save **39%*** time required for shelf merchandising

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.

Find the perfect Roller Track™ fit for your shelves

- / Sheets in different widths and depths
- / Compatible with Optimal™ merchandising solution and available with other pushers and dividers.
- / Available with plates for bottles and other heavy products to avoid roller damage
- / Different front risers and profiles – possible to customise e.g. with branded message
- / Angle provider for flat shelves

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

* Source: Nielsen store test, Sweden, 2015.





Beverage chiller
 Smaller mixed cooler
 Category section

Double stack divider

Solution for space efficient merchandising



Optimise your selling space

The **double stack divider** allows for space efficient merchandising of smaller packaged items such as yogurt.

Optimise your selling space:

- / Can be combined with Roller Track™ and Glide Track™
- / Available in various lengths
- / Available in black or white

Key benefits:

- / Enables merchandising of stacked products
- / Maximises merchandising space
- / Suitable for various shapes and sizes

Beverage chiller
Smaller mixed cooler
Category section

Multivo™ Max

The pusher tray when extra strength is needed



Automated front-facing and efficient space usage – now compatible with communication solutions

Multivo™ Max is a pusher tray system that is installed on shelves and ensures neatly organised product display.

Multivo™ Max can be adjusted to your needs

- / Adjustable width
- / Different lengths and pusher strengths
- / Alternative fronts and divider options
- / Now compatible with Optimal™ t-rail – can be combined with various communication solutions
- / Compatible with Multivo™ rail that is easily mounted in the front or the back of the shelf for easy planogram changes

Key benefits

- / Automated front-facing to avoid perceived out of stock
- / Create and maintain more attractive shelves
- / Communication solutions allow for shopper guidance and branded messages



Store and on-shelf communication

Solutions to help shoppers finding what they are looking for, quickly



Store and on-shelf communication is key for shoppers looking for fast and convenient shopping, efficient store navigation and on-shelf guidance. Our range of solutions help shoppers to find what they are looking for, quickly.

Lift & Drop category signage

Lift & Drop™ signage is a flexible and adjustable store communication solution that is user-friendly for store staff. In a matter of seconds, Lift & Drop™ signage can be easily updated but still creates high-impact communication that simplifies the shopping experience.

Key benefits:

- / Help shoppers to navigate the store
- / Easy to install and update
- / Adaptable to retailer's requirements



Shelfliners shelf signage

Shelfliners are a store-ready solution, allowing for effective shelf segmentation and communication of key benefits and branded messages. Highlighters and shelf lighting can be added to drive awareness and create disruption on busy shelves.

Key benefits:

- / Guide shoppers at the shelf
- / Enable clear product segmentation and effective communication
- / Adaptable to retailer's requirements



Solutions for brands

Cut through the clutter and protect shelf space

In an ever-growing assortment of food & beverages to go it is essential for **brands** to cut through the clutter and protect shelf space. Our solutions ensure efficient on-shelf communication, brand blocking and increased brand awareness.



Multivo™ Max

Multivo™ Max is a pusher tray system that ensures neatly organised shelves. Now compatible with communication solutions, it helps to stand-out on shelf through brand blocking and messaging.

Key benefits:

- / Automated front-facing to avoid perceived out of stock
- / Create and maintain more attractive shelves
- / Communication solutions allow for shopper guidance and branded messages



Modulo

Modulo is a modular flip-front pusher tray system that can easily be adjusted to any number of facings, regardless of shelf space, and suitable for cans and bottles of various sizes. Modulo is compatible with our shelfliners and a range of accessories for brand communication.

Key benefits:

- / Automated front-facing to avoid perceived out of stock
- / Adaptable to any shelf space for maximum flexibility
- / Compatible with shelfliners for branded communication



Shelf trays

Our large selection of **shelf trays** ensures brand visibility and helps to protect shelf space.

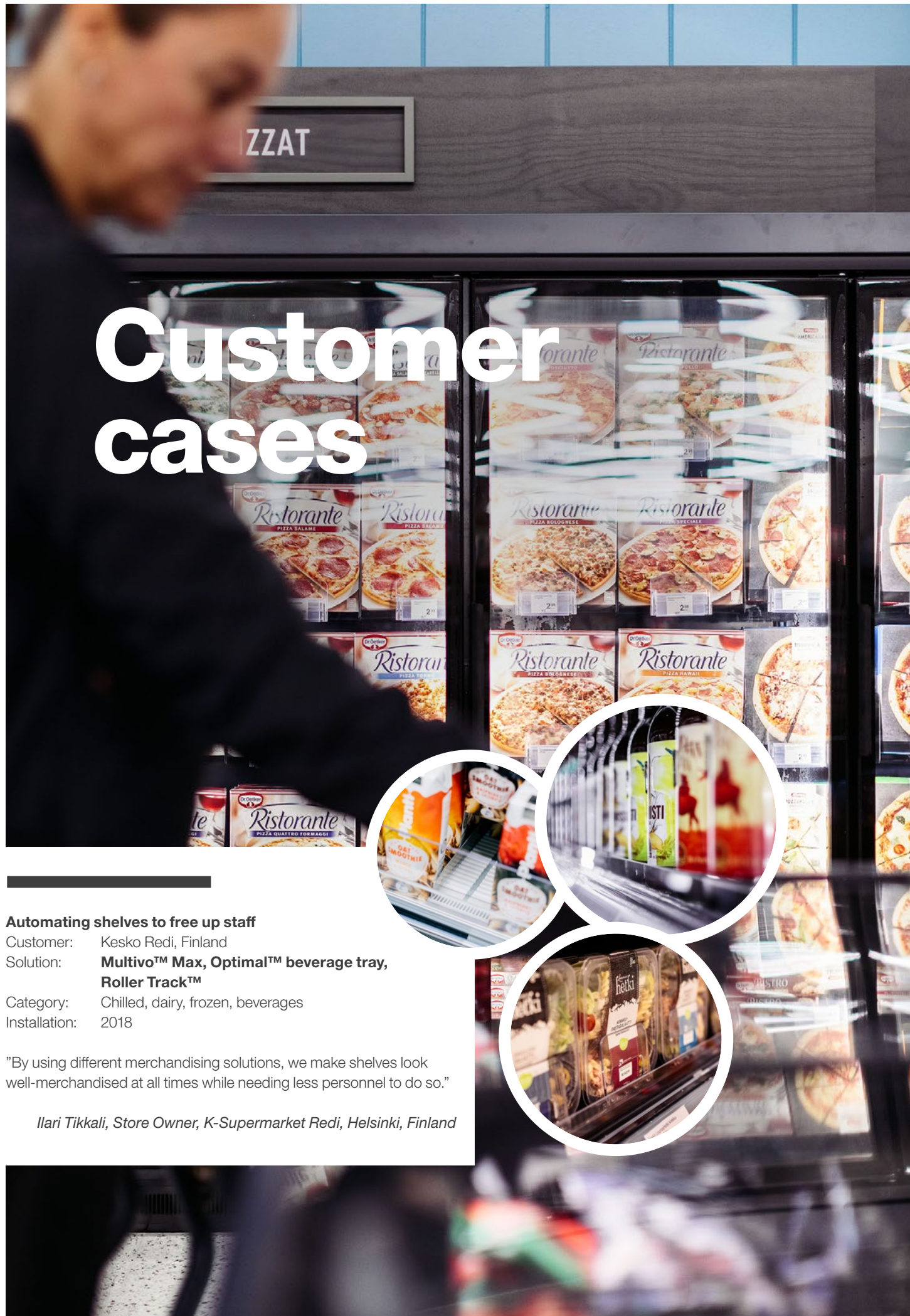
Key benefits:

- / Increased brand awareness
- / Effective communication of key benefits and branded messages
- / Protecting shelf space and ensuring segmentation



Shelf trays are part of our Sustainable Choice range





Customer cases

Automating shelves to free up staff

Customer: Kesko Redi, Finland
 Solution: **Multivo™ Max, Optimal™ beverage tray, Roller Track™**
 Category: Chilled, dairy, frozen, beverages
 Installation: 2018

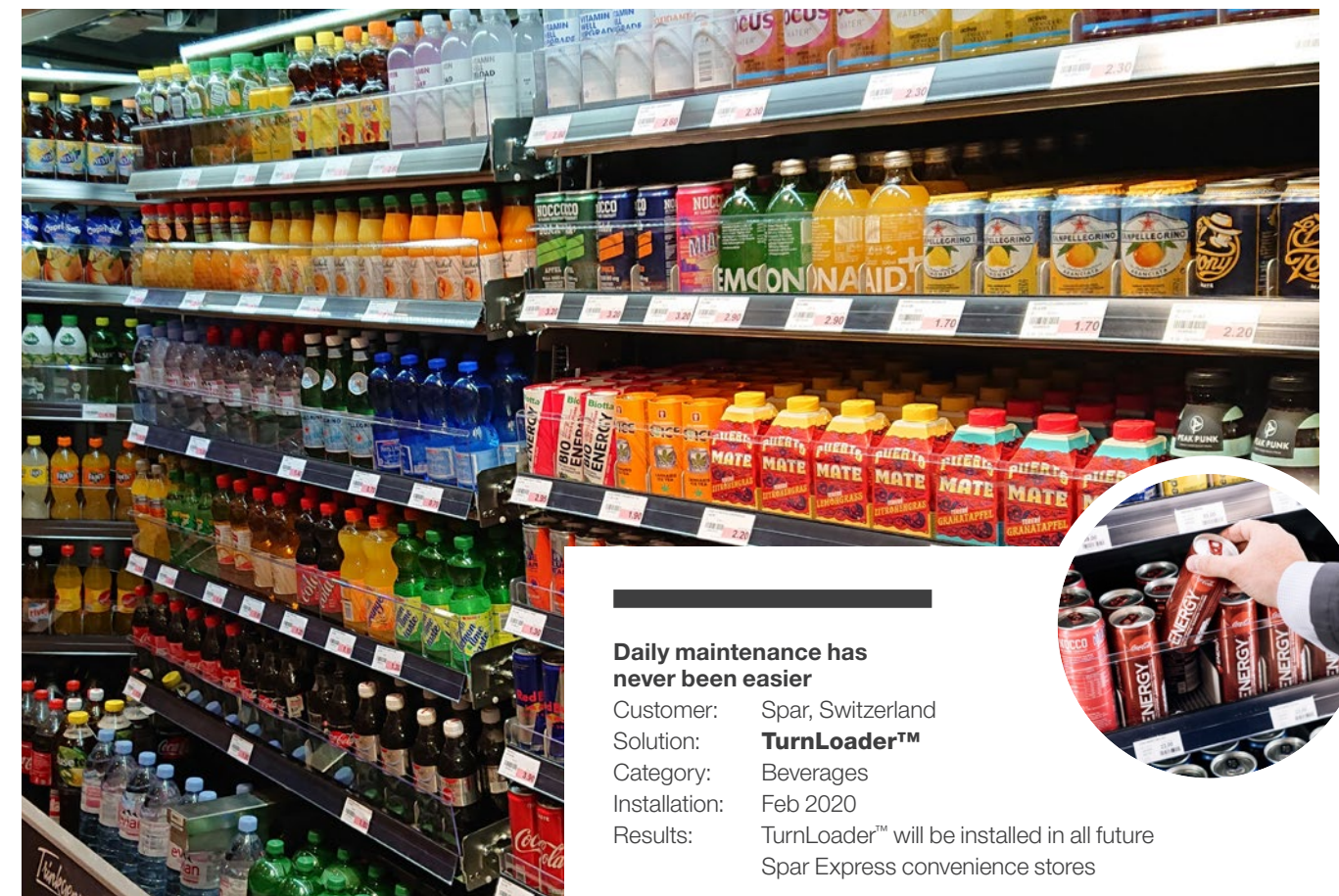
"By using different merchandising solutions, we make shelves look well-merchandised at all times while needing less personnel to do so."

Ilari Tikkali, Store Owner, K-Supermarket Redi, Helsinki, Finland



Reducing merchandising time

Customer: Benzina, Czech Republic
 Solution: **Roller Track™**
 Category: Beverages
 Installation: 2018
 Results: Rolled out to app. 140 stores



Daily maintenance has never been easier

Customer: Spar, Switzerland
 Solution: **TurnLoader™**
 Category: Beverages
 Installation: Feb 2020
 Results: TurnLoader™ will be installed in all future Spar Express convenience stores





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.

© HL Display - CORP0811EN116 - Edition 2/2020

