



The **better** shopping experience

Packaging-free  
merchandising solutions

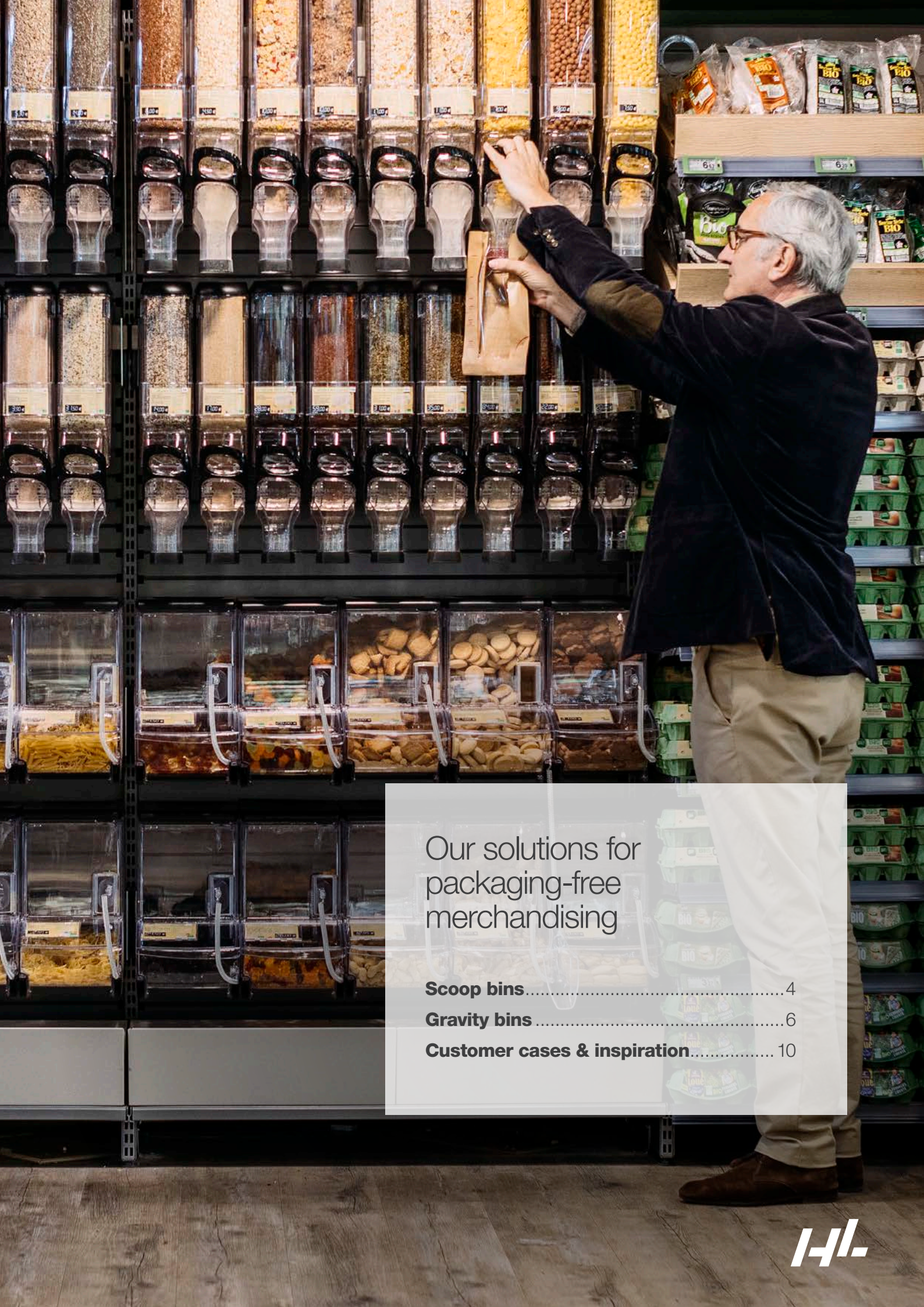
# More choice, less packaging waste

With shoppers' environmental concerns continuing to be on the rise and a growing interest in healthy snacking options, personalised products and organic food, packaging free merchandising offers the opportunity for retailers and brands to address key shopper trends.

It allows for a reduction of unnecessary packaging waste, gives shoppers control over their exact product mix and quantities and helps to create more authentic product display with the option to differentiate organic alternatives. Furthermore, packaging-free merchandising often offers higher margins for retailers and the possibility to differentiate vs competition.

Partner with us to create better shopping experiences with **packaging-free merchandising solutions.**





## Our solutions for packaging-free merchandising

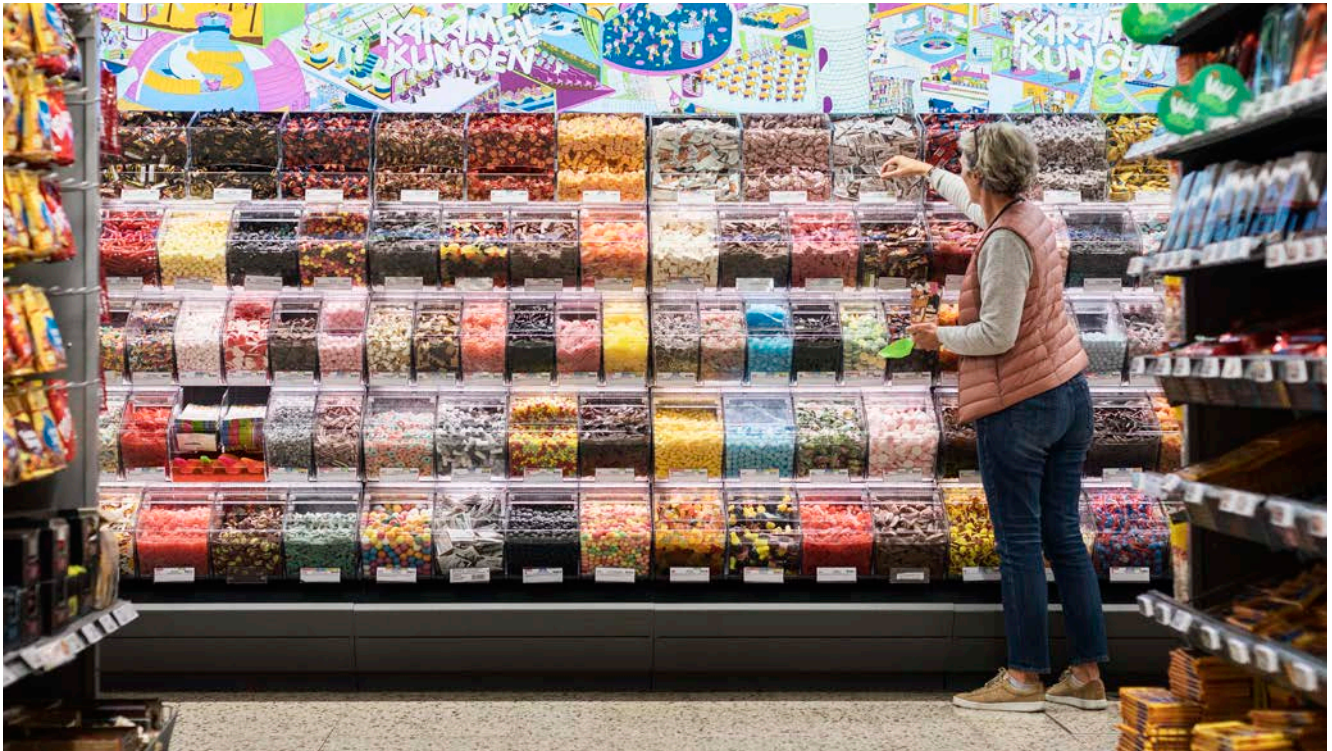
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# | Scoop bins



Allow shoppers **to choose their product mix** while **reducing unnecessary packaging.**

# Less waste, higher margins



## Key benefits

- / Shoppers can **pick and mix** product and quantity
- / **Optimise selling space**
- / Help to **reduce packaging waste**

The scoops for our scoop bins are made from recycled plastic.

Scoop bins have dust prove covers to **protect merchandise.**

Customise to **fit your needs:**

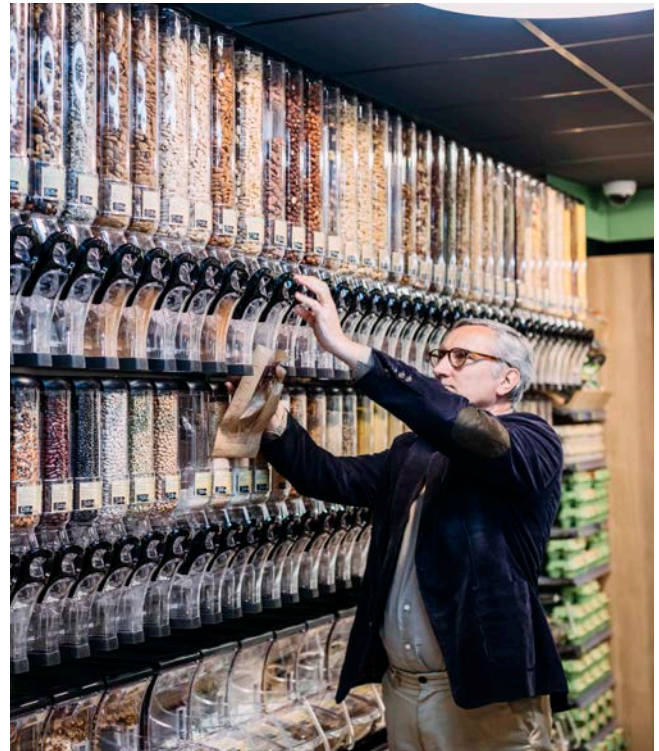
- / Different **formats and sizes**
- / Can be mounted on **racks or floor stands**
- / Can be **combined with other bins**
- / Large selection of **accessories** such as label holders
- / **Scoop or tong**
- / Compatible with **Ad'Lite™ lighting**

# | Gravity bins



With **all the benefits of scoop bins**, gravity bins **ensure ‘first in, first out’** product rotation.

# High visibility and efficient product rotation



## Key benefits

- / Shoppers can **choose their product mix** and quantity
- / Guarantee **efficient 'first in, first out' stock rotation** and **simplified maintenance**
- / Help to **reduce packaging waste**

Gravity bins can be installed using a swing-down arm for **easy replenishment and cleaning.**

Customise to create a bin installation to fit your needs:

- / Different **sizes**
- / Can be mounted on **racks or floor stands**
- / Can be **combined with other bins**
- / Large selection of **accessories** such as label holders
- / Compatible with **Ad'Lite™ lighting**



4eBin™ gravity bins are made from recycled plastic and part of our Sustainable Choice range.



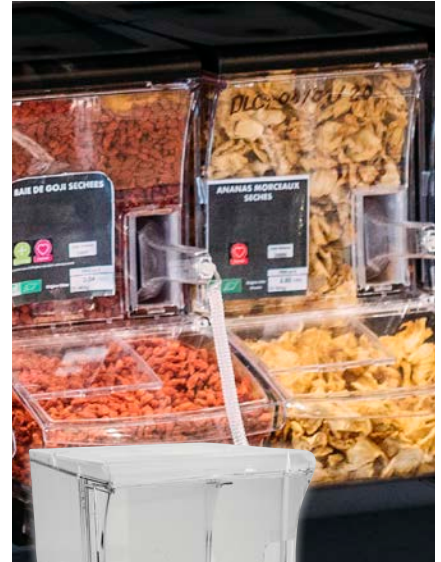
# Our scoop bin offer



GoMix2



GoMix3



3eBin™

## 3eBin™

**Ecological:** more eco-friendly shopping - less resources used in both transport and packaging

**Economical:** shoppers can purchase their product mix and control cost

**Ergonomic:** easy to handle for shoppers and store personnel alike



# Our gravity bin offer



4eBin™



3eBin™

## 4eBin™

**Ecological:** more eco-friendly shopping - less resources used in both transport and packaging

**Economical:** shoppers can purchase their product mix and control cost

**Ergonomic:** easy to handle for shoppers and store personnel alike

**Easy-clean:** design allows for cleaning bins without removing them from shelf

For more information about our complete assortment of packaging-free merchandising solutions please see our catalogue.

# Customers case

Highlighting organic products with packaging-free merchandising



**Customer:** Carrefour, France

**Solution:** 3eBin™

**Category:** Snacks, ambient

**Installation:** 2019

**Result:** rolled out to 347 stores

# Customers case

“The sales numbers are outstanding”



“We now have better presentation, **higher assortment visibility**, and a more hygienic way of presentation”

*Ricardo Eric Ribago,  
Product Purchasing  
Manager, Coop*



**Customer:** Coop, Switzerland

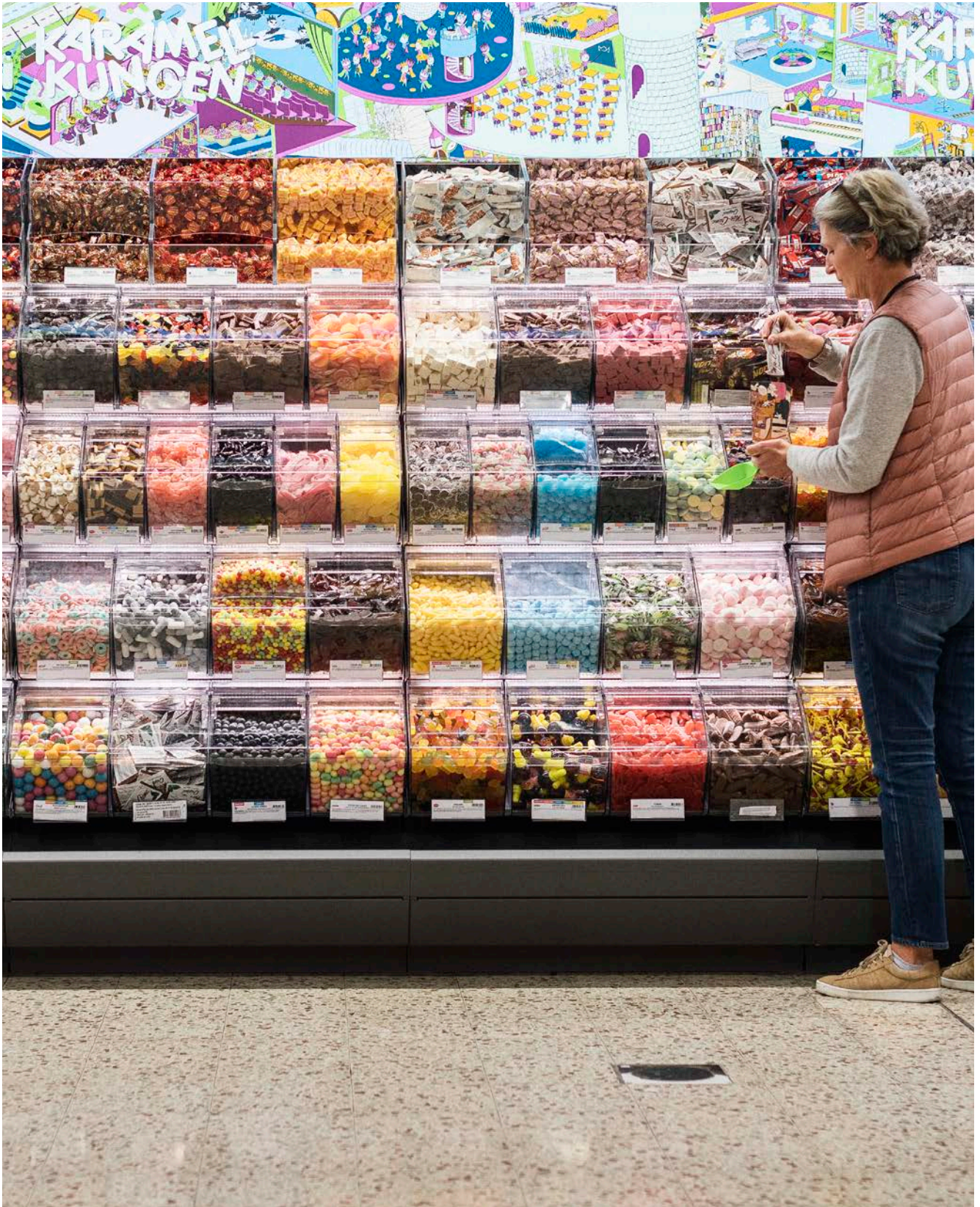
**Solution:** GoMix3 bins

**Category:** Fruit & vegetables

**Installation:** 2018

**Result:** rolled out to 750 stores after outstanding sales uplift in test stores

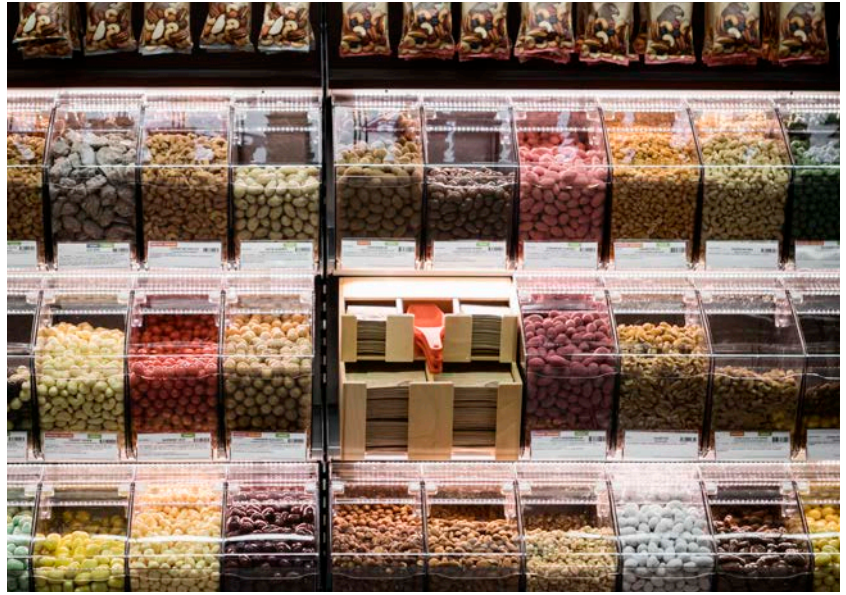
Get inspired...



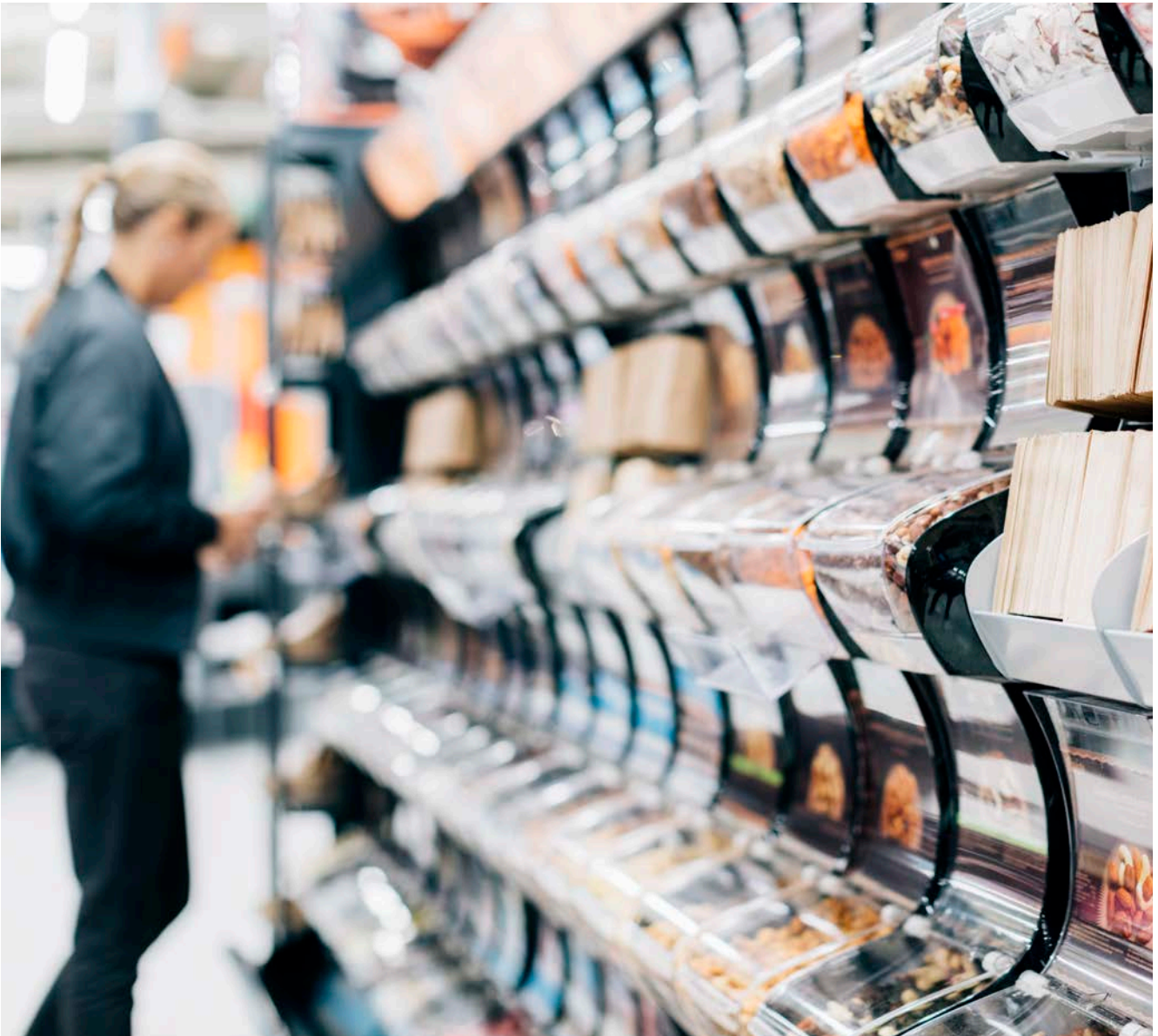
Sweden



Parrots, Sweden



Parrots, Sweden



K-Supermarket, Finland

# Get inspired...



Carrefour, France



Green Grocers, UK



Switzerland





# 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.

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