



## HL Display expands Sustainable Choice range and use of recycled materials

**As part of HL's ongoing commitment to sustainability, we are proud to announce the expansion of our Sustainable Choice range with the introduction of Multivo™ Max and Facer™. Additionally, during 2025 up to 20% of all PVC used in our Sundsvall factory will be sourced from recycled material.**

### Tracking progress with Science Based Targets initiative

Sustainability is at the top of the agenda for many retailers and branded goods suppliers, and we want to do our part in supporting our customers in reaching their sustainability objectives.

We also recognize our own responsibility in reducing the impact of our operations. This is why we are committed to the [Science Based Targets initiative](#), making progress every year to reach our approved Science Based Targets.

77% of our emissions are linked to raw material usage in production. To succeed in reducing our reliance on virgin fossil-based plastics, our key strategy is integrating recycled and bio-based materials into our products and expanding HL Sustainable Choice – our growing range of sustainable merchandising solutions.

### Making a change with material and design

Sustainability Manager Valentine Bourgal is happy with HL's progress:

“We are very proud to expand the possibilities to offer our customers more sustainable options. We are dedicated to minimizing virgin material usage, both in expanding our usage of recycled material and in how we look at our product design.”

### New additions to HL Sustainable Choice

HL Sustainable Choice consists of a wide range of products, including for example shelftalkers, Multivo™, and 4eBin™ gravity bins. These are the latest product updates in the assortment:

#### **All extruded products**

All products produced in our factory in Sundsvall will be made with partially recycled plastic – this means HL's entire range of extruded products, including for example our datastrips and ESL holders, will now be more sustainable.

- Up to 20% recycled plastic.
- Estimated CO2e savings: 730 tonnes per year.

#### **Multivo™ Max:**

A shelf management system designed to keep products fronted and organised in-store, improving visibility and shopping experience.

- Made with partially recycled plastic in the front and base clip.
- Pusher components contain partially recycled plastic.
- Estimated CO2e savings: 150kg per 1,000 units compared to virgin materials.

**Facer™:**

A manual fronting solution ensuring optimal product presentation by keeping items easily accessible and well-arranged on shelves.

- Front and back parts are made from partially recycled plastic.
- Estimated CO2e savings: 4kg per 1,000 units compared to virgin materials.

**Multivo™ with Black Divider:**

A flexible manual fronting system designed to keep products neatly organised and fronted on the shelf.

- Divider made from 100% recycled plastic (black only).
- Estimated CO2e savings: 572kg per 1,000 units compared to a divider made of virgin PET.

## Taking steps towards a more sustainable retail industry

Björn Borgman, CEO, strives for HL to lead retail into a more sustainable way of working:

“HL’s long-term goal is to make Sustainable Choice the default option,” he says, “by ensuring our products align with our customers’ sustainability objectives while still maintaining our high-quality standards. As we’re continually increasing our use of more sustainable materials, we continue to reinforce our commitment to reducing our environmental footprint and supporting a circular economy.”

For more information about HL Sustainable Choice, visit <https://www.hl-display.com/our-offer/sustainable-choice-and-circular-offer/>

### 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 24 countries covering 40 markets as well as distribution partners covering the remaining markets globally. The seven production facilities are located in Sweden, Poland, Germany, the UK, Canada 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 2,700 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.

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See attached images (Photo credit: Marcus Holmström)

### Links:

<https://www.hl-display.com>

<https://www.linkedin.com/company/264622/>