

Made with recycled plastic 



The better shopping experience

Range overview





# We are supporting our customers on their journey to a **more sustainable store**

We are proud to offer HL Sustainable Choice, a growing range of sustainable merchandising solutions made with renewable or recycled materials.

## Decreasing the carbon footprint

We are committed to reduce our impact on climate change. In 2020 we committed to the Science Based Targets initiative (SBTi), meaning we need to reduce our emissions of CO<sub>2</sub> in accordance with what science says is necessary to contain global warming below 1,5 C.

Our annual carbon footprint study shows that 65% of the emissions we are causing are coming from the raw materials we use in production. There are two main ways to reduce the emissions coming from raw materials:

1. Replace virgin material with recycled material
2. Shift from fossil-based to bio-based material

For this reason, we strive to replace as much virgin fossil-based plastic as we can. HL Sustainable Choice is our range of products that are made with

recycled or bio-based materials. Step by step we are growing the range. And as we shift to more sustainable materials we are not only reducing our CO<sub>2</sub> emissions, we are also helping our customers to run a more sustainable store.

## Recycled plastic

Recycling is key to move from a linear to a circular economy. Apart from recycling our factory waste we work hard to source recycled plastic from external suppliers. Availability differs between different types of plastic. With our Circular Offer we take used products back to recycle the material. Most often recycled plastic is mixed with virgin to ensure that our high-quality demands for the end product are met.

## Bio-based plastic

To move to a truly circular economy we need to use materials that come from renewable sources. That means that in the long run we have to move away from fossil-based materials all

together. The industry for bio-based plastic is still at an early stage, but progress is rapid. Today we can offer both extruded and injection moulded products in bio-based plastic.

## What is the best alternative?

So, is it best to increase recycling or to say 'no' to fossil-based products altogether? We do not believe there is one right answer to this question as different organisations will pursue different strategies. What matters is that we are taking steps towards the same goal. With HL Sustainable Choice, we want to help you move towards that goal - a more sustainable store.



# The Sustainable Choice portfolio

It is our ambition to always offer our customers a sustainable choice and we are continuously adding new products to the range. To ensure product quality, products in the Sustainable Choice range are made from a mix of recycled and virgin plastic, or from a mix of bio-based and fossil-based plastic.

## Datastrips for paper and electronic shelf labels

Most profiles can be partly made from recycled PVC.

On demand, we can also offer profiles made with a bio-based plastic called PLA. The bio-based content is at least 75%.

## Shelftalkers

Shelftalkers can be partly made from recycled PVC or PETG. All types of non-printed or digitally printed shelftalkers in 0,4 to 0,7 mm sheets can be produced.

## Pusher systems

Multivo™ is a pusher system that ensures automated front-facing and more efficient refilling. It is partly made from recycled PET.

Modulo pusher trays in shelf ready modules, help to create visibility for brands and ensure easy maintenance and flexibility for diverse retail formats. Modulo is partly made from recycled PETG.

## Dividers

All Optimal™ transparent dividers are partly made from PET. All Optimal™ black dividers are made from PET. Dividers are available in all sizes, breakable and non-breakable and for all front types.

## Pusher tracks

Pusher tracks used with our Optimal™ assortment are made from HIPS.

## Shelf trays

Shelf trays help to create attractive product displays and effective communication.

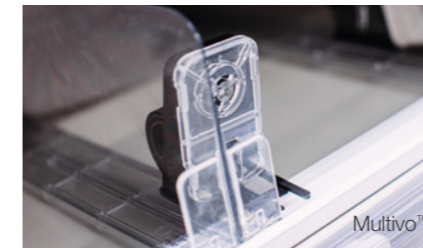
Recycled plastic Brandman™ trays are made from PS and can be produced as transparent tray or in a wide range of colours.

Brandman™ trays can also be made in bio-based plastic, containing at least 85% renewable material.

Freezer trays can be made from bio-based plastic and are especially designed to withstand sub-zero temperatures.

Choco trays are specifically designed to deliver great impact on shelf by cre-

	Recycled plastic	Bio-based plastic
Datastrips	✓	✓
Shelftalkers	✓	-
Dividers	✓	-
Pusher system	✓	-
Shelf trays	✓	✓
FreshCase	✓	-
Gravity bins	✓	-
Frames	✓	-
Pusher tracks	✓	-



Multivo™



Shelf trays



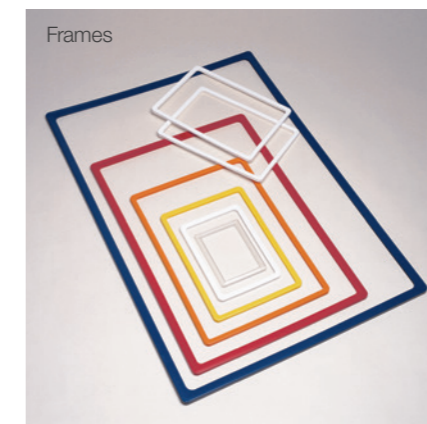
Shelftalkers



Optimal™



FreshCase



Frames



4eBin™



FRT - Freezer tray



Pusher tracks



Modulo



Datastrips



Choco trays

ating brand blocks and ensuring neat and tidy shelves at all times. Standard Choco trays can be produced in 100% recycled or bio-based plastic.

## Frames

Our Frames for clear in-store communication are produced in 100% recycled HIPS. Transparent frames are not offered in recycled material.

## FreshCase

Ideal for merchandising loose produce on tables or shelves, FreshCase has a food-grade surface and is made from recycled ABS. It is available as flat or curved front cases in 600 mm, 400 mm and 300 mm widths and is designed to complement our Sigma™ system for fresh produce.

## Gravity bins

The bins guarantee efficient 'first-in, first out' stock rotation and help to reduce unnecessary packaging waste. 4eBin™ gravity bins are partly made from recycled PET.







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**HL DISPLAY AB**  
Cylindervägen 18 Box 1118  
131 26 Nacka Strand  
Sweden

Tel +46 8 683 73 00

[www.hl-display.com](http://www.hl-display.com)  
[info@hl-display.com](mailto:info@hl-display.com)

