



## IN-STORE COMMUNICATION

Consumers are nowadays faced with a great variety of products when they go shopping. Usually they can select between several brands and producers, price levels, specific product characteristics and package sizes. Besides the choice of products the consumer can also choose between different retailers and shop types to buy the products.

### 50 years of experience

To be successful retail outlets and shops are constantly improved to attract the consumer's attention, provide better information to simplify the selection process and increase sales for the retailer. They have to provide the consumer with the right amount of information, to help him find his way through the shop without overloading him.

HL Display's innovative products, over 50 years of experience and our global presence make us the ideal partner to provide clear and precise price and product information and to create an offer that is both structured and understandable to the consumer.



### HL Display's offer covers:

- Solutions for the display of general price, product & campaign information.
- Specific display solutions for departments like fruit & vegetables and delicatessen.
- Directional & ambient store signage.
- Outdoor signs.



### IN-STORE COMMUNICATION

#### PRICE & PRODUCT INFO

- HL Datastrip
- HeLec
- HL Freezer System
- HL Pinpac
- HL Info Holders
- HL Frames
- HL Shelftalkers

#### FRUIT & VEG DELI

- HL Price Cassettes

#### OVERHEAD SIGNAGE

- HL SkyLine

#### OUTDOOR SIGNS

- HL Pictoria

#### ACCESSORIES

- HL Jegab



## PRICE & PRODUCT INFO

### SLIMLINE™ - shelf edge systems

#### Let the products do the talking

Slimline™, the latest generation of Datastrips, brings a revolutionary approach to shelf edge communication. By devoting all space in between label holders to the products, the system puts emphasis where it should be: on the products - not the price tickets.

#### Allows tightly set shelvings

Slimline™ has been developed as an answer to the retail trade's efforts to handle an increasing amount of products and references on a given number of square metres. It allows for tightly set shelving - without the normal inconveniences of lost hand space for keeping a category/section properly merchandised. The individual label holders simply swing away when touched.



#### A complete solution

The system consists of a carrier rail which covers the actual height of the shelving. Combined with the hinged label holders and a variety of accessories for information and promotions. Slimline™ provides a complete solution for the shelf edge.

Label holders can be individualised in order to highlight category segmentation, for instance own label or organically grown products. Moreover, the Slimline™ system can be combined with the EasyShelf™ or Optimal™ Shelf Management systems with additional benefits.



## SHELF SEGMENTATION - catches attention

### For all outlet types

In the store, aisle signs and on-shelf campaigns are key elements to guide the consumer and catch his attention in certain areas.

We provide a range of simple, yet effective and flexible tools to handle both vertical (aisle signs) and horizontal (on-shelf label holders) category segmentation for practically all outlet types. This is complemented by clip-on info and brochure holders, for campaigns, coupons and product information.



## FRUIT & VEGETABLE AND DELICATESSEN



## PRICE CASSETTES - a modern system

### Simple and flexible

In the produce and deli section the consumer's expectations regarding information about country or region of origin, production method etc. has been growing fast in recent years. At the same time shop owners need a simple and flexible system that fulfils all hygienic requirements and has a modern, elegant design to match the high quality of the products displayed.

Our outstanding and modern Price Cassettes and Deli range system can be positioned almost anywhere and offers a full range of accessories.



## OVERHEAD SIGNAGE

SKYLINE - displays specific themes

### Flexible enough

Even though the majority of the overhead signage is permanent, any system needs to be flexible enough to handle temporary displays of specific themes like Christmas and Mother's Day.

### A made-to-measure service

Often the signage must be adapted to each store depending on its size, organisation, height of the ceiling and the general store profile.

Our SkyLine range covers most of the requirements for ease of installation and interchangeable messages. Coupled with our printing facilities we can offer a made-to-measure service for your store signage needs.



## OUTDOOR SIGNS

PICTORIA - promoting special offers



### Resistance to wear and tear

In attracting the attention of passing consumers and promoting special offers right at the entrance, outdoor signs play a decisive role. Easy handling and resistance to wear and tear are very important within this product category. Our wide range of products offers solutions for every type of environment.

### Slide-Lock™ - a rapid message change feature

Pictoria Prestige is a family of outdoor signs that combine modern design with tasteful colours, providing a strong and unique identity for your message. The system offers applications for both indoor and outdoor use as well as free-standing and wall-mounted units.

A convex message area and a new patented rapid message change feature - Slide-Lock™ - sets this range apart from classical outdoor signs. Custom headers can be provided to enhance store identity or branding.