



The better shopping experience

Optimal™ Black Dividers
- made from 100% recycled plastic

Optimal™

Clear shelf segmentation ensures attractive shelves while reducing the time needed to keep the shelf in order.



Key benefits

- / Ensures perfect product presentation
- / Easy to install and adjust
- / Ambient- and cooler-friendly

Optimal™ works for many packaging formats and sizes and with all types of shelving - even in coolers.

- / Transparent dividers are partially made from recycled plastic, black dividers can be made from 100% recycled plastic
- / Compatible with Brandline™ shelf communication range
- / Can be combined with Roller Track™ merchandising system



Rail

Rails for non-wire, wire or angled shelves



Divider

Dividers with different heights, lengths and fronts



Black divider

100% recycled PET
Sustainable option



Back support

Adjustable back support to keep irregular packs in place



Pusher

for automatic front facing



Tray

Trays adapted for different package types like beverage and baby food

About HL Display

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.



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 PET. 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 recycled PET.

All Optimal™ black dividers are made from 100% recycled PET.

Pusher tracks

Pusher tracks used with our Optimal™ assortment are made from 100% recycled HIPS.

Shelf trays

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

Brandman™ trays are made from 100% recycled 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 creating brand blocks and ensuring neat and tidy shelves at all times. Standard Choco trays can be produced in 100% recycled or bio-based plastic.

	Recycled plastic	Bio-based plastic
Datastrips	✓	✓
Shelftalkers	✓	-
Dividers	✓	-
Pusher system	✓	-
Shelf trays	✓	✓
FreshCase	✓	-
4eBins™ Gravity bins	✓	-
Frames	✓	-
Pusher tracks	✓	-



Multivo™

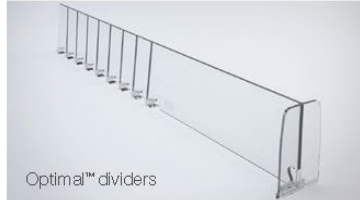


Shelf trays

4eBin™ - Gravity Bin



Shelltalkers



Optimal™ dividers



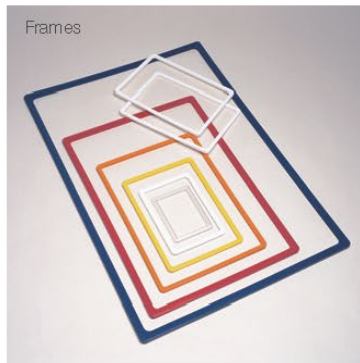
Optimal™ black dividers



FreshCase

Frames

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



Frames



Freezer tray

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.



Pusher tracks

Gravity bins

The gravity 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.



Datastrips



Modulo pusher trays

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Choco trays

