

Attractive stores an important competitive tool

Belgian company Super GB and HL Display have a well-developed partnership that goes back ten years. In recent years Super GB has made wide-ranging changes to its outlets, and HL Display is behind solutions that are improving the presentation of a large number of product categories.

Super GB is one of the two biggest supermarket chains in Belgium and is owned by French company Carrefour, the second largest retail group in the world. Super GB currently has more than 400 supermarkets (of which 3/4 are independent stores) all over Belgium, with a retail area of between 200 and 3000 square metres. Super GB offers a complete range of products (Food & Non-Food) and specialises in lines including high-quality fresh products.

Wide-ranging changes

In recent years Super GB has made wide-ranging changes to the appearance of its stores. Super GB wanted improvements that would give its outlets a new, fresh appearance with plenty of light and colour, to create an appealing environment for consumers. The aim was also to be able to display products in a better way and to make it easy for consumers to find their way around the stores and find the goods that they are looking for.

More than ten years' collaboration

HL Display's collaboration with Super GB goes back more than ten years. Super GB appreciates such factors as the high quality of HL Display's products and the company's ability to be a problem-solver in terms of displaying various categories in the best possible way – especially categories that are difficult to work with and that demand a high degree of innovative thinking. The unique breadth of HL Display's product range in the field of category solutions and products also means that the customer can find help within all product categories from one single supplier.

– The cooperation with HL Display is always constructive, professional and sociable and we very much appreciate their aim to always improve consumers' shopping experience, said Hubert Vercauteren, Pilot New Concepts Food, at Carrefour/Super GB.

In 2003 Super GB conducted a pilot project to improve the company's supermarket in Namur, Belgium. In conjunction with this, HL Display produced solutions to improve the presentation of most product categories in the store.

The pilot project was a success, and after evaluations and adjustments these solutions formed the basis of the renovation of a large number of Super GB's outlets. During 2003 and 2004 HL Display delivered solutions and products to 20 stores, with 17 or so planned for next year.

Continuous evaluation

The solutions that HL Display supplies to Super GB's various stores are adapted to suit each store's size and the breadth of its

product range. These installations are also the subject of continuous evaluation through close collaboration between Super GB and HL Display, meaning that the solutions are continuously being further improved.

Solutions for several product categories

HL Display currently supplies solutions for most product categories in Super GB's supermarkets, for example Confectionery, Health & Beauty, Baby food, Bread and Tobacco. The company also supplies solutions for parts of the product range other than food products, such as sporting articles and photographic items, films and cassettes.

Super GB has chosen to use colour codes in the store to make it quick and easy for consumers to find the items they are looking for. HL Display is therefore supplying the Slimline™ shelf-edge strip in nine different colours that match the structure of the stores. The broad range of Slimline™ strips means that they can be used for all of the various shelf models that Super GB uses, regardless of manufacturer. Slimline™ is also combined with the HeLec label holder, which is adapted to hold the electronic price labels that Super GB uses in all of its stores.

Clear product presentation

The Optimal™ shelf divider system is an important element of the category solutions for Super GB. Optimal™ guarantees that shelves are well organised and that products are displayed in a clear, attractive way. This is combined with various kinds of automatic feeder systems, depending on which products are to be displayed. The feeder systems make sure that products are always displayed at the very front of the shelf, which therefore always appears full.

Attractive, clear product displays are crucial in creating sales growth in categories that are driven to a large extent by impulse purchases, such as confectionery. The Confectionery product category at Super GB is also recording good sales growth with the new solutions. Some stores are seeing double-digit sales growth, according to many of the brand manufacturer that supply goods to this category.

Attractive stores

With these changes, Super GB has created stores that consumers find extremely attractive. It's easy to find your way around, as the various departments are clearly colour-coded. This, combined with a light, pleasant atmosphere, makes the stores' appearance a great asset for Super GB in its efforts to achieve increased customer satisfaction and customer loyalty.



Super GB uses colour codes to help consumers find their way around the store quickly. HL Display therefore supplied the Slimline™ shelf-edge strip in nine different colours.

