



Grocery Retailer Salling Group expands e-grocery pickup offer with StrongPoint Grocery Lockers

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(Oslo, 2 February 2022) StrongPoint, a leading retail technology provider, announces that Salling Group, the largest grocery retailer in Denmark, has ordered additional grocery lockers from StrongPoint as well as adding modules to their current locker installations from StrongPoint for their fØtex chain.

StrongPoint has been working with Salling Group since 2019 when it first won a competitive tender for a pilot project for temperature-controlled click and collect grocery lockers. The initial pilot included lockers at five store locations. Following the success of the first roll-out Salling Group has decided to install StrongPoint grocery lockers in eight new locations and add additional capacity to their existing units as they continue to expand their e-grocery pickup offer.

“We have been piloting StrongPoint grocery lockers with our fØtex chain which has been a great success. Therefore, we are now ready to expand the offering to even more stores in 2022 and continue building on our strong partnership with StrongPoint. Our customers love the option to pick up groceries in a flash, while for us we appreciate that we can fulfil orders extremely quickly which creates efficiency savings. The solution is easy to install and operate and fits perfectly into our strategy of serving our customers anyway they want to shop online. We look forward to the expanded collaboration with StrongPoint and to bring grocery lockers to even more customers in Denmark,” said Kristoffer Schmidt Sørensen, Head of Omnichannel & Strategy, fØtex.

“We are proud to continue partnering with Salling Group to further expand their e-grocery pickup offer. As the demand for e-groceries increases, existing grocery retailers have opportunities to leverage their store network by turning them into digital e-grocery pickup hubs. With grocery lockers they have the benefit of providing a pickup solution at speed and scale that is convenient and efficient for both customers and retail staff. We look forward to continuing our partnership with Salling Group to expand and scale their e-grocery offer,” said Jacob Tveraabak, StrongPoint CEO.

About StrongPoint

StrongPoint is a retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 400 employees in Norway, Sweden, the Baltics and Spain and together with a wide partner network, StrongPoint supports businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and, grocery order picking solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of 1bn NOK [ticker: STRO].

About Salling Group

Salling Group is Denmark’s largest retail group and serves 11 million customers per week. With grocery stores in three countries, webshops, departments stores, coffee shops, restaurants and as a supplier of meal boxes in the whole country, we intervene in the lives of millions of people every single day. Our choices make a difference for customers, colleagues, partners, suppliers and the community among us. That is why we have a great responsibility that we take seriously working every day to improve everyday day life.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 the Norwegian Securities Trading Act.

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Attachments

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