



UK Grocery Retailer Iceland Foods Picks StrongPoint's Order Picking

27.3.2026 09:39:35 CET | StrongPoint | Additional regulated information required to be disclosed under the laws of a member state

(Oslo, 27 March 2026) StrongPoint, a grocery technology provider, announces that Iceland Foods, a British grocery retailer with more than 55 years of continuous operations in the UK market, has signed an agreement to trial StrongPoint's SaaS based Order Picking solution to fulfil all its grocery e-commerce orders, including both scheduled deliveries and quick commerce orders. The project will begin with a planned proof of value phase in 2026, with a broader rollout to follow subject to satisfactory results of the proof of value phase.

Iceland Foods is one of the best-known nationwide grocery retail brands in the UK, with approximately 980 stores across the country and around 30,000 employees. In 2025, the retailer reported revenues of GBP 4.1 billion (NOK 55.4 billion).

"We are extremely proud that another major grocery retailer has chosen StrongPoint for its grocery e-commerce operations. It is a strong validation of our world-class Order Picking solution, and we are proud to support Iceland Foods. We look forward to delivering efficiency savings to the grocery retailer and helping them grow their e-commerce business while providing simpler operations for their store staff," said Jacob Tveraabak, CEO of StrongPoint.

StrongPoint's Order Picking solution is a SaaS-based platform purpose-built for grocery e-commerce. Order picking refers to the in-store process where employees pick the items ordered online for home delivery or pickup. The solution helps grocery retailers significantly reduce in-store picking costs by increasing efficiency, enabling more items to be picked in less time, and lowering overall labour costs. It is trusted by leading grocery retailers in the UK, Sweden, Spain, Portugal, Belgium, the Baltics, Cyprus, and New Zealand.

Disclosure regulation

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

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better, and online grocery shopping more efficient. With approximately 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland, and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries.

StrongPoint provides end-to-end e-commerce solutions, including in-store order picking, automated fulfillment (with AutoStore), click & collect temperature-controlled grocery lockers, and in-store and drive-thru grocery pickup solutions. The company also delivers a range of in-store technologies, such as electronic shelf labels, AI-powered self-checkouts, and cash management and payment solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approximately NOK 1.4 billion [ticker: STRO].

Attachments

- [Download announcement as PDF.pdf](#)