



Norwegian retailer chooses StrongPoint for AutoStore automation

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(Oslo, 28 April 2026), StrongPoint, a provider of automation and retail technology solutions, announces that a Norwegian retailer has chosen StrongPoint to design and build its first AutoStore fulfilment solution.

The value of the contract is approximately NOK 8 million and the project is expected to commence in Q3 2026 and be completed by the end of the year. The retailer chose StrongPoint due to its proven expertise in retail automation, grocery-focused specialisation, and ability to translate complex fulfilment requirements into a scalable, commercially robust solution.

“We are proud to have been selected as their first automation partner and are focused on delivering the best possible solution for their e-commerce needs. Norway remains strategically important, and we are seeing customers place increasing value on experience and delivery capability alongside solution design,” said James Palmer, VP Automation, Robotics & Professional Services at StrongPoint.

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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](#)