



StrongPoint ASA: Bygger'n orders Pricer Electronic Shelf Labels from StrongPoint

20.5.2021 13:00:00 CEST | StrongPoint | Inside information

(Oslo, May 20, 2021) StrongPoint has today signed a new agreement with Bygger'n, to supply and install Pricer Electronic Shelf Labels (ESL) to between 50 and 90 Bygger'n stores. Rollout will start immediately and will be completed in 2021.

"We are proud to have won this competitive tender and provide solutions to a customer who really understands our world-class retail technology and will put it to good use in their digital ecosystem. StrongPoint continues to prove that it is the partner of choice for leading retailers like Bygger'n looking to invest in technology to drive efficiency and create smarter stores," said Jacob Tveraabak, CEO of StrongPoint ASA.

"The agreement with StrongPoint is an important step in our digitalisation program which is designed to give Bygger'n customers the best experience in the market place. Competitive and accurate pricing has never been more important in light of recent volatility. Throughout the RFP process the StrongPoint team proved their customer-centric approach, technical expertise, and genuine interest in working with us. We look forward to the expedient roll-out of this project," said Arne Reinertsen, CEO of E.A. Smith AS.

Disclosure regulation

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

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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 450 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 cash management and payment solutions, electronic shelf and adhesive labels, click & collect temperature-controlled grocery lockers, self-checkouts, and in-store and warehouse grocery picking solutions. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of 1,1bn NOK [ticker: STRO].

Attachments

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