

Motion Display awarded 7,5 MSEK order

The success of Motion Display in the US continues, and the company has received a new large order. The order is worth 7,5 MSEK.

A leading US supplier of personal care products has placed an order worth 7,5 MSEK. The order includes displays and installation at two leading nationwide drugstore chains. Delivery will take place during the fourth quarter of 2020.

“It is extra rewarding that this is a repeat customer who decided to deploy our displays outside Walmart for the first time. This increases the volume as we are reaching substantially more stores. Expanding Motion Display programs to new retailers has been a high-priority goal for a long time, which makes this breakthrough very interesting and exciting.”, says Jakob Nilsson, US Manager.

Anna Engholm, CEO of Motion Display, adds: “After the hesitation in the market that arose with the Covid-19 pandemic, it is of course very positive to receive such a significant order, our second largest to date. It also shows the potential in getting customers to use our revolutionary technology in new store segments with significantly larger numbers of stores. Once again, we see evidence that our product brings a unique new opportunity to be seen on the shelf and grab the consumer’s attention, where more than 70% of the purchasing decisions are made.”

Further information

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The information in this press release is information which Motion Display Scandinavia AB is required to disclose under the EU Market Abuse Regulation. The information was provided by the above contact person for publication on October 14, 2020.

Motion Display is the leading global manufacturer of Electronic Paper Display based Retail Signage and offers new solutions for efficient in-store-marketing. The company was founded in Uppsala, Sweden, 2005 by Erik Danielsson, former CEO of Pharmacia AB and founder of e.g. Pricer AB, global leader in ESL (Electronic Shelf Labels). www.motiondisplay.com.