

Motion Display awarded 14 MSEK record order

The success of Motion Display in the US continues and the company has received a new record order. The order is worth 14 MSEK.

A leading beverage supplier has placed an order worth 14 MSEK. Delivery will take place between December 2017 and March 2018, with most of the deliveries taking place in the first quarter of 2018.

"Our products are becoming established in the US and are increasingly a frequent alternative to traditional in-store marketing. It's a natural step for customers to include Motion Display as part of the significant budgets allocated annually for marketing. We are also seeing more customers shift from other technologies to benefit from Motion Display. This is what happened with this purchase. Extensive documentation together with customer's own experience and analysis clearly proves that our products increase both the product's visibility and sales in a cost-effective way," says Jakob Nilsson, Motion Display US Manager.

Anna Engholm, CEO of Motion Display adds: "Our success in the United States continues, especially in the beverage category. This order has been preceded by extensive studies where the benefits of our products have been carefully evaluated. 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 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 persons for publication on November 13, 2017.

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.