

EMPOWERING BRANDS IN A CHANGING WORLD

THIS IS ROL

ROL was established by Kaj Hjelm in Jönköping, Sweden in 1985. The company initially focused on project management and turnkey solutions for retail environments but soon developed its first manufacturing site, leading to competitive advantages and a growing team of specialists in manufacturing, engineering and product development. These strengths endure today, enabling ROL to operate and compete globally, servicing some of the best run companies in the markets we focus on.

Today, our mission is to develop and deliver products and services that create inspiring and integrated environments where we live, work, shop and socialize. This mission is supported by an international platform and delivered through our four main business areas, as detailed herein.

The international platform consists of four manufacturing and assembly facilities, a centrally managed enterprise resource management system, a network of regional offices, and more than 800 full time employees.

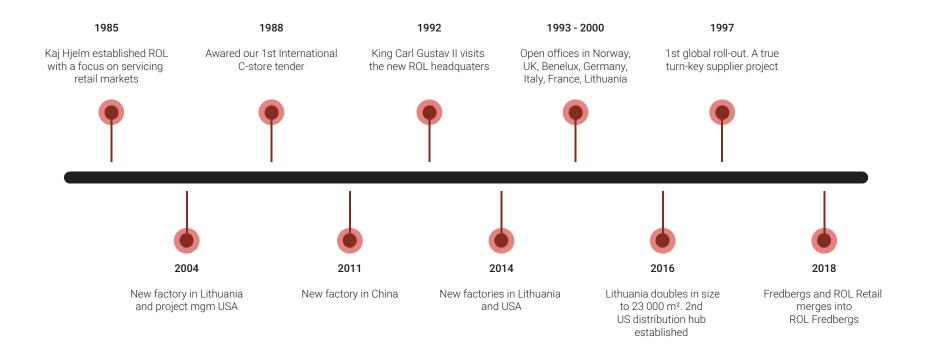
Certification is a key requirement for our clients and the markets we serve. Accordingly, Sweden is certified ISO9001 & ISO14001, Lithuania is certified ISO 9001,

ISO 14001, ISO 28000. United States is certified ISO 9001 and China is certified to various client proprietary standards with an additional goal of attaining ISO 9001, during 2021. The business areas leverage the strengths and resources of this platform and present these products and services through four main brands – ROL Fredbergs, ROL Ergo, ROL OEM and ROL Intelligent Office. These business areas are often combined to offer unique solutions to our clients.



COMPANY TIMELINE

For over 30 years, ROL GROUP have developed and supplied components, services and solutions used in thousands of retail stores, offices and different sectors of industries around the world.











ROL ERGO

ROL Ergo is the world's top supplier of custom-made electric sit-stand table stands.

We develop our own control systems and furniture design, which means that we own the whole chain, allowing us to offer superior quality and cost effectiveness. Our complete commitment is unique in our industry.

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ROL Intelligent Office.

ROL Intelligent office - one stop platform powering a better workspace experience and data-supported decisions.

With roots in the Scandinavian work culture, RIO (ROL Intelligent Office) solutions have dual purposes: empowering the employees to work healthier and more effectively, while enabling organizational decision-making through real-world, real-time data and analytics.

ROL FREDBERGS

ROL Fredbergs offers project management, concept development and turnkey services, building on the heritage of ROL while leveraging technology and a broad network of partners.

Retail, food outlets, and public spaces is our arena. Across the globe, from sourcing through installation to aftermarket support – our confidence in delivering complex projects lies in our global presence and specialist skillsets.

ROLOEM

ROL OEM partners with creative and technical departments to deliver products using combined materials and technology. An iterative approach ensures that concepts evolve to meet the needs of our clients, from prototypes and small series to product families and higher volume ranges.



FACTORIES

JONKOPING, SWEDEN

Production: 9200 m2 Warehouse: 6450 m2 Employees: 70 Revenue Year 2018: 159 m. SEK Certifications: ISO 14001:2015, ISO

Recent Investments: Combi Laser, Press tools, Robot cells.

Major new factory development

planned 2019-2021

9001:2015

LITHUANIA, SIAULIAI

Production: 24 000 m2 Warehouse: 6 000 m2 Employees: 447 Revenue Year 2018: 59.3 m. EUR Certifications: FSC, SEDEX, IWAY, (ongoing preparation for ISO9001, ISO14001, ISO28000) Investments: 2017-2018 total fixed assets investment 9 m. EUR

CHINA, PINGHU

Production: 5 800 m2 Warehouse: 800 m2 Employees: 68 Revenue Year 2018: 53 m. RMB Certifications: ISO is planned after IFS implementation Investments: Electronics assembly, Components Assembly, Injection Molding Systems.

USA, HOLLAND

Production: 8 000 m2 Warehouse: 1000 m2 Employees: 90

Revenue Year 2018: 32 m. USD

Certifications: ISO 9001

Investments: Milling cells and measuring equipment. Major new factory development planned 2020

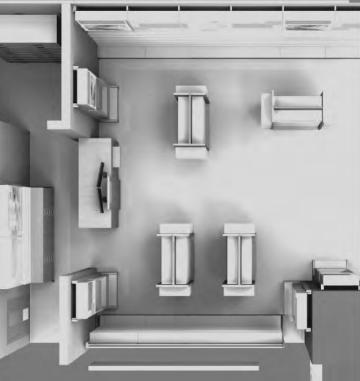
ROL Fredbergs I 2022

BUILDING FUTURE-PROOF TURNKEY PROJECTS IN A CHANGING WORLD

ROL Fredbergs deliver turnkey projects incorporating the concept design, general contracting and production of shopfitting and interiors to meet the needs of clients within the retail, restaurant, café and public spaces such as hotel, office, cinema etc. Our turnkey service covers the whole process from idea to the supporting of your up and running business.

SERVICES







CONCEPT & DESIGN

Good interior design should reflect your brand. Together with our in-house architects and some of the leading architects on the market, ROL Fredbergs helps our clients develop groundbreaking interior design concepts. When it comes to branding, establishment, sales and operational work, ROL Fredbergs work together with our clients to develop concepts that give brands clear character. By putting users and the customer experience at the heart of each project, we ensure the right design properties are included and help our clients achieve a sustainable, functional end-result with a clear added-value.

ROL Fredbergs designs smart concept solutions for retail brands, hospitality and more. ROL Fredbergs creates environments that aim at increasing sales and getting end-users to feel welcome. When working with us, our clients get access to our designers, who can quickly come up with ideas and suggestive designs. At ROL Fredbergs, our unique advantage is that we can design directly in a meeting and create something from pen and paper, which today is a unique designer undertaking.

ARCHITECTURE

As part of ROL Fredbergs turnkey offering, we do architectural design work either with our in-house architects or with partners. As a customer, you can always feel safe knowing that ROL Fredbergs handles the entire delivery and manages all the operational tasks included in a project from start to finish. At ROL Fredbergs we have a longstanding history and experience from working in the retail and hospitality sector. ROL Fredbergs considers it an advantage to create building architecture and interior design from one source, and our in-house professionals and partners can plan and implement the entire concept. Before we start designing or redesigning a retail shop or hospitality project, we work diligently with our clients to align all the project details. This creates a better understanding of each project requirements, the clients needs and perceptions about how the final delivery will look like.

When designing for retail and hospitality we put emphasis on suggesting and implementing unique approaches at each step of the preliminary architecture. We show our clients samples of drawings, plan new designs and utilise our proficiency in interior design to come up with different design ideas. In all our projects, we have a high standard and work carefully to include you in all aspects of the delivery and always involve our clients before finalizing or implementing a design. Which creates more satisfied clients knowing that your participation is continually respected.

ANALOG & DIGITAL COMMUNICATION

The focus with ROL Information System is simplicity and stability. You as a user managing the system can sit wherever you want and easily manage your scheduling and layout thanks to the system being located in the cloud.

The principle of the system is simple. You as a user create your desired content and upload it to your layouts in the web portal. After that you schedule when you want the content to show on your displays.

ROL Information System has offline features that makes it extremely stable. Everything that is uploaded to the cloud is automatically downloaded to every connected unit. If the unit lose the internet connection the player will continue to play the material it has stored locally. Our players and displays are also configured to automatically start when they receive power. This means that if you get a power failure the system will start immediately when the power is back, everything to avoid black screens. Look at the flow chart down below to understand better.







INSTALLATION

"Keep track of the complicated". Together we are many who know a lot. With specialists in both construction, installation and operation when everyday work begins in the hospitality or shop, we find the best solutions for your project. With knowledge and expertise, we ensure that you always receive full service regardless of project size. At ROL Fredbergs we are experts in coordinating installation teams with different professions such as electricity, air conditioning, flooring, audio, plastering, painting, glazing, tiling, fire services, certification, furniture & appliances, upholstery, refrigeration, alarm system and more.

We are agile in our way of working within installation projects. In many cases we produce furnishings but in many cases the customer has procured this. Our unique expertise is collaboration, where the customer decides which partners will work in the project and what they will deliver. Regardless of the arrangement, ROL Fredbergs makes sure to deliver the project in the right time and quality.

PROTOTYPING

Just like design, our clients quickly need to develop prototypes in order to tangibly experience the interior. This is a strength at ROL Fredbergs and we quickly create prototypes in various materials utilizing our skilled experts. Then the engineers at ROL Fredbergs translate this into custom design drawings adapted for our own production or sourcing partners.

ROL Fredbergs dedicated staff, with deep knowledge about materials and factory technology, will manage the concept design process and develop prototypes for our clients. At ROL Fredbergs we consider it a strength to own and control the entire production process. We use several different tools adopted to fit our client needs, but always visualize the prototypes in 3D for an optimal client experience.

PROJECT MANAGEMENT

Managing a project is exactly what ROL Fredbergs does for you. We relieve you from the daily worries, for instance: Will the quality be as expected? Will the budget be exceeded? Will the project be completed within time? Project management contains five easy questions: "where, when, why, who and what". By focusing on those items, we will be able to manage everything in a suitable way. So, let us focus on delivering your goals. ROL Fredbergs has at European team of in-house project leaders with vast experience in coordinating design, architecture, production, sourcing, warehousing, logistics and the coordination of installation teams with a mix of professions.

Construction project management is a process that begins with your vision. We lead projects and processes at all stages, define the target image and create the basis for long-term solutions. Together we build a project organization consisting of strategic partners, construction and construction specialists, interior design manufacturers and architects. Through continuous monitoring, we ensure that your project is implemented in the best possible way, and we are with you all the way.







SUPPORT & SERVICE

Tailored support/service Management throughout the Nordic, Italy, Benelux and UK region when you are up and running. At the core of ROL Fredbergs operations is complex integrated delivery service where we are responsible for all aspects and take a holistic approach to the entire entity of a hospitality or retail, or public environments as cinemas. No other company in the Nordic region has so many Integrated support assignments for customers with complex needs.

Our support system will ensure you to get the assistance you need. You will get access to the system, which provides you with useful statistics and data to help you make your business more efficient. You will have total cost control and can follow up through reports connected to an SLA (Service Level Agreement).

PRODUCTION & SOURCING

"Sustainability is a part of ROL as an organization and our ambition is that we shall think from a sustainability perspective in everything we do." We are a global business with production on three continents and almost 800 employees in several countries. In addition to our own production facilities, we have suppliers who provide us with raw materials and components for our products. With our global presence it comes great responsibility for ensuring that our employees have a good working environment, as well as the environmental impact of our production facilities. Since we can affect the situation of our suppliers, we also have responsibility for the impact on human and the environment

The challenges in the supplier perspective include ensuring that our suppliers comply with the requirements we have set in our Code of Conduct. In our own production facilities, the challenges are, among other things, to meet the different cultures that characterize our facilities in three different continents, as well as replace the use of fossil-based energy. We also have a network of production partners that handle all types of material and can scale down if smaller series if needed. Here we ensure low cost, high quality, but above all that they comply with our requirements for the environment, employees where our "Code of Conduct" is followed in detail.

WAREHOUSING & LOGISTICS

ROL Fredbergs designs the products and chooses the place of production and assembly to have effective and efficient storage and transportation for each individual project. We have made global contracts with forwarders for our continental transport between Asia, Europe, and America. Logistics is the secret to the success of our project. To ensure rapid implementation, we have made logistics a top priority. With Logistics Center in Europe, not only will our deliveries arrive on time, it will also be cost-effective for you. All furnishings are stored, assembled and packaged in with us, and then delivered for construction and installation without wasting time.

Thanks to our strategic logistics centers, both logistics, assembly and your building project are always ready in time. ROL Fredbergs are certified according to the standards ISO 9001 and 14001, which ensures that we have a structure and processes to handle major roll-out projects and the complex handling of project logistics.

BUSINESS AREAS



RESTAURANTS & CAFE INTERIOR DESIGN

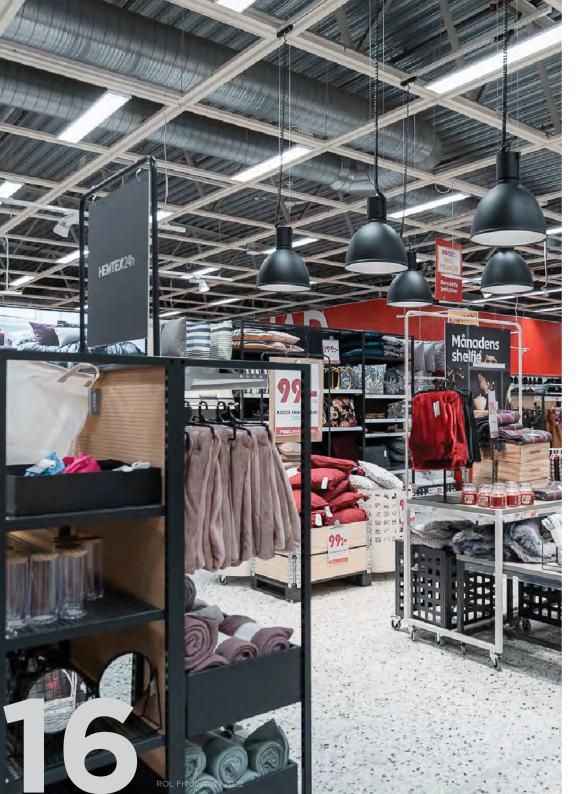
At ROL Fredbergs we have the ability to bringing out the most in your restaurant and café, both when it comes to utilization and design. We help our clients with everything from a total renovation, minor improvements to creating specialised interior design. Taking your overall concept to the next level. Based on every client's unique needs, we will customize and implement an overall solution from start to finish.



PUBLIC SPACE SOLUTIONS

This is a wide business area where we have the experience of delivering turnkey solutions on new developments or refurbishments of hotels, offices, cinemas, sports arenas, churches and so on. ROL Fredbergs delivers turnkey projects for our clients undertaking concept design, architectural drawings, production, sourcing, logistics, construction and installation of interior and digital communication.

At ROL Fredbergs we believe that digital signage will play a key role in marketing in public spaces, both for clients and visitors. At ROL Fredbergs have the knowledge to combine digital signage and traditional signage to integrate this into your interior concept in order to leverage design in a functional and utilized approach.



RETAIL SOLUTIONS

ROL Fredbergs delivers turnkey projects for our clients undertaking concept design, store design, digital and visual communication, production, sourcing, logistics, construction, and installation of retail displays. We work in a wide range of sectors, such as pharmacy, fashion, supermarkets, convenience stores, restaurants, consumer electronics stores and so on.

At ROL Fredbergs we believe that digital signage will play a key role in the future of marketing and overall communication of a retail store. We combine digital signage, traditional signage, and concept design to increase your sales in a cost-effective way. Through our dedicated staff and sophisticated support systems, we will continue to give your business the necessary support even when it is up and running.



PRODUCTION SOLUTIONS

SMC ROL Group consists of four manufacturing units in Sweden, Lithuania, China and the United States and is organized in a global supply chain and a matrix organization. Our tasks are purchasing, as well as producing and delivering products with the right quality and price for our three business areas ROL Ergo, ROL Fredbergs and Subcontractor.

With thousands of square meters of manufacturing, design and distribution facilities spread across our global network of branch locations; no one can devote more resources, technology or expertise to your business.

NEARLY 80% OF OUR BUSINESS COMES FROM REPEAT CLIENTS!









































EST. 1884







TRUSTED BY GREAT COMPANIES **AROUND** THE WORLD

SUSTAINABILITY



IN EVERYTHING WE DO

As a global manufacturing and service company, ROL understands that a mix of contemporary and future thinking is required to create a progressive strategy for sustainability and corporate responsibility. The Board and the management team believe that a progressive strategy should contribute to the UN's goals for sustainable development, ensure that ROL conducts its activities in a responsible manner and create efficiency that generates value together with positive social and environmental effects.

In 2020, a developed sustainability strategy was approved. An updated materiality analysis was completed and provided a baseline for strengthening, developing or maintaining a wide range of operations and processes. The main goals of our new sustainability strategy are to focus resources on the most important areas, set and achieve goals and communicate our progress with all stakeholders.

ROL sustainability strategy covers 13 areas with social and environmental goals and aims to drive and improve the efficiency of the ROL value chain.





Our most important sustainability area that we will devote most of our resources to ensuring top performance and having a leading position is, efficient and sustainable supply chain that explores new ways to optimize product components, reduce production materials and streamline production and transportation methods; smart solutions that influence sustainable behavior and enable more efficient management of resources and a workplace with fair working conditions where our employees can thrive and feel safe.

ROL Sustainability strategy expresses ROL priorities and runs until 2025.

ROL'S 13 SUSTAINABILITY TOPICS

LEAD

- **O1 |** Effective and sustainable supply chain management
- **02** | Smart solutions that influence sustainable behavior and enable more efficient management of resources
- **O3** | Healthy and safe workplace with fair working conditions

DEVELOP & ACCELERATE

- **04** | Safe and ergonomic products with superior quality and circular design
- **05** | Effective sustainability & quality management systems in our manufacturing
- **06** | Attract, retain and develop employees
- **O7** | Promote gender equality, diversity and inclusion
- **08** | Customer privacy and data security
- **09** Low carbon and energy-efficient manufacturing
- **10** | Transparent communication, marketing and reporting

MANAGE & MONITOR

- 11 | Offices, transportation and business traveling with low climate impact
- 12 | Counteract corruption in all its forms
- **13** | Partnerships for sustainable development



PRODUCTS

SHELVING SYSTEMS



STANDARD SHELVING SYSTEMS ROLine, ROLoad, ROLux

ROL Fredbergs offers three flexible standard systems. They are completely modular lending themselves to many applications. They are diverse enough to be used in all kinds of stores from small C-stores to big Hypermarkets. As always with ROL products these systems are no different, favoured for its quality, flexibility and with an unrivalled cost benefit ratio.

The ROLine System targeting smaller retail spaces, such as gas stations and convenience stores, and the larger, high capacity ROLoad System targeting supermarket and retail chains such and who are highly dependent on being able to load a very heavy goods on their shelves.

The ROLux System is a particularly flexible system for clients that need a customized solution for their business. The simple and airy concept is a perfect fit for Fashion, Sport, Lifestyle, Home décor stores, etc.

These systems are innovative and flexible, leveraging over 30 years of experience servicing our customers and a comprehensive consultation process on future requirements.





ROLine

The ROLine system is our solution for lighter and medium heavy applications, known for its flexibility, durability, and cost effectiveness.

The modular systems can be built in many ways, customised and be adapted to different types of environments. It is a perfect solution for small to medium size retail spaces such as Clothing, Pharmacy, Consumer Electronics, etc.

The system uses space optimally, allowing the maximum number of products to be displayed. We have an extensive range of wall and gondola units as well as components and accessories to expand or modify existing units. Rails, baskets, garment racks, slatwall hooks, lighting, and communication signs all of which can improve your displays. We offer shelving units of varying heights, sizes and colors. Shelving units can be combined with different material components: wood, acrylic, glass. A versatile, modular system is very easy to assemble.

The range features uprights made from 50x25mm square steel profiles with 32mm pitch perforation. It can be built freestanding or wall mount depending on the site requirements.

Uprights are available as freestanding L and T variants, as well as Wall mounted. Both L- and T-uprights are available with either low- or high-profile foot. The basic versions are equipped with plain sheet metal back panels, optional perforated sheet metal back panels and wooden back panels are also available upon request. Plain sheet metal shelves are standard, but wire shelves are also available in the range.

Technical specification:

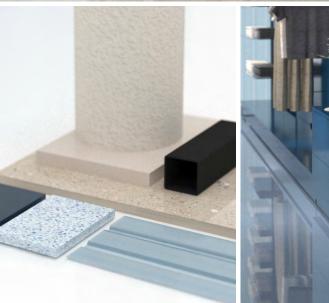
Upright dimensions: 50x25 / 70x25 mm, Pitch 32

Max depth: 500 / 600 mm Max height: 2700 mm

An angle can be: 45 / 90 degrees

Back panels: Metal, Perforated metal, Slat Wall









Inspiration

This ROLine design example was inspired by the idea of a minimalist fashion store. We wanted to show the various features of the system in a store of type that would meet many different needs.

We aimed to create an image of lightness and cleanliness, to harmonize the interior of the store with the environment, so that the products would really stand out.

The back wall of the store is highlighted in contrasting colors for depth and playfulness. This is a great way to frame or highlight a collection or assortment of news.

Combining colours, materials, surface finishes and lighting brought fresh dynamics to the store aesthetics.





ROLoad

ROLoad is our most durable solution for heavier goods, for a grocery stores, DIY, equipment rental stores and more. It is designed to meet the needs of any concept that requires it to withstand higher loads.

ROLoad displays are modular and have plenty available parts, additional components and accessories (rails, baskets, garment racks, slatwall hooks, lightning solutions and communication signs), which makes it easy to fit the displays into any store area. The solution offers maximum flexibility for retail. The upright foot has been designed as a loose foot but when fitted to the upright it becomes extremely rigid. This solution allows the upright to be strong but also reduces transportation volumes and costs.

Shelving units can be combined with different material components and accessories: wood, acrylic, glass.

The range features uprights made from 80x30mm square steel profiles with 32mm pitch perforation. It is available in six different heights, three widths and four depths. It's also fully configurable as both T-, L-, and I-uprights. All uprights include high quality adjustable feet.

For applications with very high loads - such as beverage departments - there are front uprights available as an add-on, making the bays extremely strong.

Back panels are available as standard in sheet metal, as well as the very popular alternative of fibreboard. The boards are delivered printed/painted in any colour, ready to be hung onto the upper crossbar. This solution is cost-effective and gives a choice of variety design possibilities.

Technical specification:

Upright dimensions: 80x30 mm, Pitch 32

Max depth: 800 mm Max height: 3000 mm Back panels: Metal, Wood

The system is produced according to ISO 14000 /FSC.









Inspiration

ROLoad is a perfect solution for a food store concept.

The ROLoad Green Food Market design was inspired by a farm environment and concepts were implemented into the store.

While developing this concept, we focused on sustainability.

Dark matte colours give the interior an industrial aesthetic. Combined with natural materials such as wood, it creates a warm space that blends in with nature.

A story can be told just by choosing the right materials and colours that are connected to the concept or products.





ROLux

The ROLux displays are completely modular and versatile, providing customers with a wide range of choices for materials, colours and accessories (rails, baskets, garment racks, slatwall hooks, lightning solutions and communication signs).

This is a solution for concepts that demand a higher focus on a design. The simple but elegant solution perfectly suits for clothes and other light products to exhibit.

The wall uprights are manufactured so that they can be mounted at an angle to a stationary wall, so they are suitable where you want to beautifully combine store equipment with existing walls and other equipment. The slim inverted uprights hold the shelves from front-to-back. This gives the range character and a clean look.

Freestanding double-sided floor bays that match the uprights are also available.

Technical specification:

Upright dimensions: 40x40 mm, Pitch 32

Max depth: 400 mm Max height: 2400 mm









Inspiration

The inspiration to create the Rolux design evolved when considering how pharmacy and body shop stores have a smaller range of products available and how they can be presented beautifully and luxuriously.

Fixing the front profiles directly to the wall gives the interior a feeling of lightness and cleanliness.

Intricate shapes and forms create an art deco atmosphere in the room. The earthy interior in warm tones and matte and glossy surfaces give the store a quiet yet engaging experience.

ROL BOX



WHY ROL BOX?

ROLBOX units are designed for the display of goods outdoors. They can be positioned on forecourts near the entrance of petrol stations, shops, nursery gardens, mini-markets and other marketing locations. The unit improves the visibility of goods, increases the sales area and allows presentation of goods in attractive locations.



DURABILITY

The units are made of galvanized tin sheets only and dyed deploying the powder dyeing method. The polyester component protects the dye from discoloration

VERSALITY

The variety of furnishing and accessories allows for displaying various kinds of products such as consumables for your car, or flowers. You can also remove shelves and display various bulk products(e.g. charcoal or grill wood) or on a small pallet on the base of the unit.

READINESS FOR TRANSPORT

All components of the units are flat packed in cartons to protect them from damage throughout transportation.

SAFETY

ROL BOX is designed to safely store any product, from cases of water to antifreeze. ROL BOX have lockable aluminum profile safety blinds in order to protect the goods from being stolen. All unit components are also packed in cartons to protect them from damage throughout the transportation process.

MOBILITY

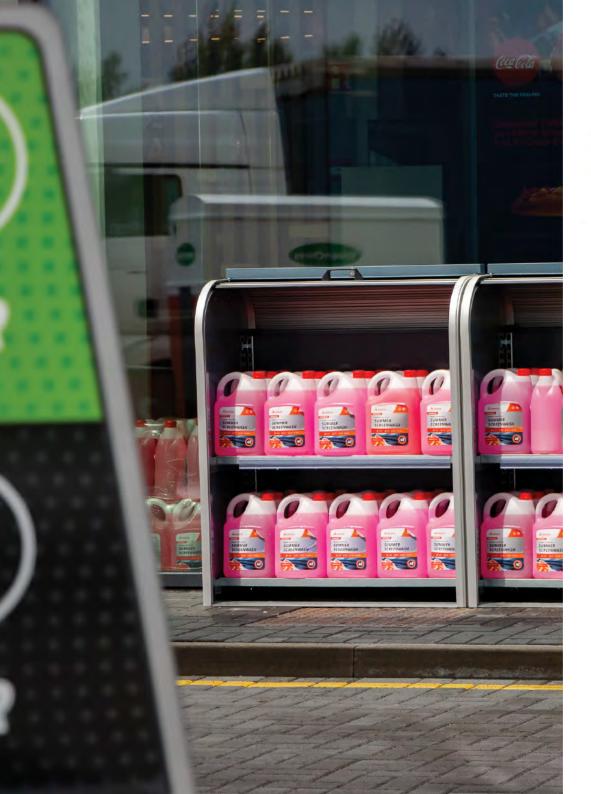
In case a customer requires it, the units can be supplied with adjusters.

SIMPLE ASSEMBLY

The products come ready for assembling. All you need to do is to screw eight to ten bolts in the correct places. Each unit package contains instructions in order to save you or your team assembling time.

BRAND IDENTITY

The ROL BOX-frame can be covered with any color in order to meet specific brand guidelines.



TECHNICAL SPECIFICATION



ROLBOX 550

DIMENSIONS OF THE UNIT: Height: 1100 mm Width: 930 mm Depth: 550 mm

ROLBOX 850

DIMENSIONS OF THE UNIT: Height: 1100 mm Width: 930 mm Depth: 850 mm

ROLBOX 850 GRID

DIMENSIONS OF THE UNIT: Height: 1100 mm Width: 930 mm Depth: 850 mm

CHOOSE YOUR DESIRED COLOUR

ROLBOX STANDARD COLOURS





RAL 9006 Aluminium Grey RAL 7031 Blue Grey

All other RAL colours for ROLBOX on request. We recommend you choosing a colour based on the RAL colour codes.

! The colours shown are for reference purpose only, they may differ from finished product colours!



ADDTIONAL ACCESSORIES



Communication sign A3 aluminium



Communication sign ROLBOX aluminium 915x315mm



Rain cover



Extra locking



Stainless steel dripping tray



Adjusters M10x45



Shelves

HYGIENE STATION



HYGIENE STATION

It is expected that COVID-19 will have an impact on the way that many of us live our lives long after the virus has been defeated. Creating the right retail environment can help increase shopper dwell time, generate loyalty with your brand and encourage repeat custom. Providing staff, visitors and customers with high-quality hand hygiene facilities gives the assurance that businesses care about their health and wellbeing and they can stay safe from bacterial and viral infections.

We offer different types of hand sanitiser stations to suit all environments, all with their own benefits. Our free-standing versions have the flexibility to be placed anywhere and moved if required. Our wall-mounted option meanwhile comes with additional sturdiness of the dispenser being pushed against a solid surface.

We have stands that can include custom printed graphics. Some of our sanitiser stations have features that will help users to avoid using their hands to operate them, as well as features such as safety glove boxes, shelving and waste bins.



SAFETY, VERSATILITY, UNIQUENESS

Giving you peace of mind that you can keep your employees and customers safe.

No-touch hand sanitisers are the ideal way for protecting hands quickly with a measured dose.

Mobile stands give flexibility to provide sanitiser quickly in high traffic areas and at key hygiene hotspots.

We can also design a unique module that ensures your brand identity and special needs are in focus.

ROLFREDBERGS

www.rolfredbergs.com