



PRESS RELEASE

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ROL Retail Concepts Partners with Retail Impact to Launch ROL Zone Product Range

ROL Retail Concepts, known for its shopfitting and turnkey solutions, and Retail Impact, experts in product placement and sales strategies, are excited to announce a new partnership. This collaboration will introduce the ROL Zone, a new series aimed at enhancing impulse buys at checkout areas.

With years of experience, ROL Retail Concepts has built a reputation for creating custom retail spaces that meet the specific needs of their customers. Retail Impact brings expertise in maximizing product visibility and sales at the point of purchase.

Together, they aim to transform the checkout experience, combining their skills to improve store layout, boost brand presence, and increase sales.

"We are thrilled to join forces with Retail Impact to expand our portfolio," says Viktor Lorentzon, Head of ROL Retail Concepts. This partnership represents a mix of expertise, strong client focus, and a shared commitment to find synergies between product, brand, and store. By combining our strengths, we will bring high levels of commitment, service, and a strong product offering in ROL Zone, Viktor ends."

Fredrik Jaako, CEO of Retail Impact, also expressed enthusiasm about the partnership. "Retail Impact is a comprehensive supplier of in-store exposure. Our strength lies in driving sales and strengthening brand visibility in stores. Therefore, we are very happy to have started a strategic partnership with ROL where Retail Impact assisted with the product development and will be a sales and project management channel for ROL new investment in the checkout zone area."

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ROL was founded in Sweden 1985 and is an entrepreneur-driven and global market leader in ergonomically optimized office furniture and retail solutions. Our expertise in design, engineering, manufacturing, and technology ensures purpose-aligned, superior quality solutions, where we live, work, shop, and socialize. With a turnover surpassing SEK2.1 Billion and a diverse team of 940 professionals worldwide, we're making difference in our industries.

ROL GROUP

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