



PRESS RELEASE

February 10, 2026. Jönköping, Sweden

ROL Retail Concepts strengthens its offering in the Nordic market - taking a end-to-end approach to store flow

The retail industry has long been characterized by suppliers focusing on individual parts of the store. This has resulted in fragmented solutions and retail spaces that fail to reach their full commercial potential. ROL Retail Concepts is now bringing these elements together into a integrated offering.

Through an asset acquisition from ElbeAwal (Sweden), ROL Retail Concepts has acquired a proven and market-ready portfolio of Entrance and Checkout solutions, including technical expertise and production equipment. The transaction means that ROL Retail Concepts assumes full operational responsibility for the Checkout experience, one of the most business-critical areas of the store.

Production will be integrated and relocated during spring 2026 to ROL Retail Concepts operations in Jönköping. This strengthens control over quality and delivery while creating close proximity to the Nordic market. With this step, ROL Retail Concepts can deliver an integrated Checkout offering, designed to function as a central part of the store flow and to be scaled further over time.

“Retail needs fewer suppliers that optimize individual components and more partners that take responsibility for the whole. With production now closer to the market, we increase both speed and innovation capacity in our offering,” says Stefan Lager, CEO of ROL Group.

Checkout as a value-driving part of the store

When product range, expertise, and production are brought together, the Checkout zone can be developed as an integrated and value-driving part of the store's overall flow. This provides better control of customer movement, contributes to reduced loss and theft, and creates clear opportunities for increased add-on sales.

“The Checkout zone is still seen by many as a necessary endpoint. For us, it is a key commercial area. When Checkout is developed in interaction with merchandising and flow, synergies are created that strengthen sales across the entire store. At the same time, we look forward to managing the customer relationships that come with the acquisition and developing new ones together with the market,” says Viktor Lorentzon, Vice President, ROL Retail Concepts.

ROL GROUP

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A broader offering for the future of retail

With ROL Retail Impacts expertise in brand-driven in-store exposure and ROL Retail Concepts long experience in retail interiors, strong in-house production, and clear quality focus, combined with new technical capabilities, the company can now offer a complete solution covering all parts of the store.

A well-defined Checkout offering is delivered with a clear focus on the Nordic market, developed to be scaled over time together with ROL Retail Concepts global reach.

"Our focus for Checkout is the Nordic market. At the same time, we are building the offering on a platform that enables gradual scaling, both geographically and with additional parts of our overall offering," concludes Viktor Lorentzon, Vice President, ROL Retail Concepts.

ROL Retail Concepts brings together analysis, design, and in-house production into a integrated offering, thereby taking clear end-to-end responsibility for how stores are built, function, and evolve.

"We are not here to preserve old structures. We are here to develop how stores are built used, and produced going forward," concludes Stefan Lager, CEO of ROL Group.

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Founded in Sweden in 1985, ROL is an entrepreneur-driven, global market leader in ergonomically optimized office furniture and retail solutions. Our expertise in design, engineering, manufacturing, and technology ensures high-quality, purpose-driven solutions for the environments where we live, work, shop, and socialize. With annual revenue exceeding SEK 2.1 billion and a diverse team of more than 900 professionals worldwide, ROL makes a meaningful impact across its industries.

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