**PRESS RELEASE: Bergendahls rolls out StrongPoint’s Pick & Collect solution in stores across Sweden**

**(Oslo, 3 October 2019) Swedish retail giant Bergendahls has selected StrongPoint ASA‘s Pick & Collect solution to drive online order fulfilment across all 40 City Gross stores in Sweden.**

“We are honoured to have been chosen as Bergendahls’ partner as they continue to enhance their e-commerce offering and service levels for their customers. They share our vision for improving retail innovation and sustainability. One of the main benefits of StrongPoint’s Pick & Collect solution is the quick and easy picking process, which provides the customer with greater flexibility on pick-up times, giving each store the option to offer a wide assortment of local produce and greatly reducing the unnecessary transport of food throughout the country, ” says Jacob Tveraabak, CEO of StrongPoint.

StrongPoint provides e-commerce logistics solutions for customers across Europe, and has entered into an agreement with Bergendahls to offer the Pick & Collect solution across all 40 City Gross stores in Sweden. After a successful initial pilot scheme in two of its stores over the summer, Bergendahls is rolling-out Pick & Collect nationwide from October 2019.

“Our new e-commerce strategy will give us a more efficient and sustainable solution. It gives us a platform to improve our offering with a deep and localized assortment, without increasing wastage or transports. It will also enable us to, in the near future, decrease the lead time between order and customer pick-up,” says Magnus Adler, IT Director Bergendahls Food.

The online delivery orders will be completed by staff at local City Gross stores using Pick & Collect mobile devices, maximizing efficiency and reducing fulfilment time. Previously, online orders were processed in central warehouses and delivered to consumers over long distances. The new fulfilment process significantly lowers the impact on the environment that was caused by long truck journeys, and also means customers can enjoy fresh, locally-sourced produce faster than ever.

“To change the process from dark store to in-store picking, without affecting the consumers, is a challenge. Therefore, we decided to work with StrongPoint who could provide both a market leading software solution as well as experience project managers and advisors. They have been able to support us throughout the whole process and ensure a high quality solution,” Adler adds.

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**About Pick & Collect**

Strongpoint’s Pick & Collect solution can be customized to optimize the in-store or dark store picking process, with a particular focus on speed and simplicity. Users wear mobile devices on their wrists, allowing them to pick items with both hands, with the system also planning the best picking route through the store, ensuring that the products are picked and packed in the right order according to temperature and fragility. Pick & Collect is cloud-based, so no local store installations are required, and the solution minimizes human error, leading to more reliable stock and warehouse management.

**About StrongPoint |** [**www.strongpoint.com**](http://www.strongpoint.com/)

StrongPoint is driving productivity for European retailers by providing innovative, integrated technology solutions for multi-channel retailing based on long-standing relationships with customers and partners. StrongPoint offers best-in-class service and consultancy expertise through its team of 525 employees in Norway, Sweden, the Baltics, France, Germany, Belgium, Spain and Russia. StrongPoint is headquartered in Rælingen, Norway, and listed on the Oslo Stock Exchange (ticker: STRONG).

**About Bergndahls |** [www.**bergensdahls**.**se**](http://www.bergensdahls.se)

Bergendahls Food runs the retail trade through City Gross that was founded in 1993 and consists today of 40 supermarkets, as well as e-commerce. All stores have store-cut Swedish meat, manual fish counters, their own shop bakeries, the country’s widest assortment of foodstuffs, a vast range of in-house items, home and leisure, as well as a supermarket assortment for traders. Through wholesale trade and the distribution centre in Hässleholm, Bergendahls Food is a wholesaler for independent traders. Included here is also the concept of Matöppet, which consists of trader-owned convenience stores and a unique collaboration with those stores included in the successful Den Svenska Matrebellen.