



StrongPoint and Vusion chosen by Estonian grocery retailer Coop for the digitalization of their stores

5.5.2026 09:07:42 CEST | StrongPoint | Additional regulated information required to be disclosed under the laws of a member state

(Oslo, 5 May 2026), StrongPoint, a grocery technology provider, announces that the Estonian grocery retailer Coop has chosen StrongPoint and Vusion for the digitalization of their stores. The companies will act as their exclusive Electronic Shelf Labels supplier. Considering the number of Coop stores, the total investment value of the contract could reach approximately 8 million euros.

The Electronic Shelf Labels will be rolled out in a portion of Coop Estonia's stores. The project is scheduled to commence in the second half of 2026. StrongPoint Baltics will be the main contractor for the installations, service and support. The value of agreement excludes implementation and future technical support.

Coop Estonia is the largest grocery retailer in Estonia, with approximately a 23% market share. It operates 320 stores and employs around 6,000 people. Coop also uses self-checkouts, a self-scanning solution, in-store collection point Vensafe and other solutions from StrongPoint. Coop Estonia was the first to introduce next-generation self-checkouts in the Baltics.

"This agreement represents a major milestone for StrongPoint. It reflects the confidence our long-standing customer places in our outstanding local Baltic team, built through a long-standing close partnership and a strong culture of customer intimacy. This is our first major Vusion Electronic Shelf Labels project following the launch of our multi-faceted partnership, and it demonstrates both the potential and the strategic importance of our collaboration with Vusion," said Jacob Tveraabak, CEO of StrongPoint.

"Together with StrongPoint, we are supporting Coop in transforming store operations. We connect the shelf to digital workflows, enabling faster, smoother operations, while elevating in-store execution. The result is a more efficient, scalable model that better serves both store teams and customers. This milestone also reinforces our growing footprint in the Baltic region," said Sébastien Fourcy, EVP EMEA at Vusion.

Disclosure regulation

This information is subject to the disclosure requirements pursuant to Section 5-12 of the Norwegian Securities Trading Act.

Contacts

- Marius Drefvelin, CFO StrongPoint ASA, +47 958 95 690, marius.drefvelin@strongpoint.com

About StrongPoint

StrongPoint is a grocery retail technology company that makes grocery retailers more efficient and sustainable.

StrongPoint provides e-commerce and in-store solutions. Within e-commerce, this includes end-to-end grocery e-commerce fulfillment, including in-store order picking, automated micro-fulfillment, click and collect grocery lockers, and in-store and drive-thru grocery pickup solutions. For in-store operations, StrongPoint provides technologies such as electronic shelf labels, AI-powered self-checkouts, and cash management and payment solutions.

With approximately 500 employees across Norway, Sweden, Finland, the Baltics, Spain, the UK and Ireland, and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries.

StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange, with revenue of approximately NOK 1.4 billion [ticker: STRO].

Attachments

- [Download announcement as PDF.pdf](#)