



## American Grocery Retailer Meijer Inc Chooses StrongPoint for E-Commerce Order Picking

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(Oslo, 3 July 2026), StrongPoint, a grocery technology provider, announces that the American grocery retailer Meijer Inc, has selected StrongPoint's SaaS-based Order Picking solution as their new provider to fulfill its grocery e-commerce orders.

Meijer Inc. is an American grocery retailer with locations across six U.S. states: Michigan, Illinois, Indiana, Kentucky, Ohio and Wisconsin.

"We are incredibly proud to have been chosen by such a highly respected American grocery retailer as Meijer. This represents a major milestone for StrongPoint as our first large-scale deployment in the United States, the largest grocery retail market the western world, with at least 7–10% grocery e-commerce penetration across the states and where most online orders are fulfilled by the grocery retailers themselves," said Jacob Tveraabak, CEO of StrongPoint.

StrongPoint's Order Picking solution is a SaaS-based platform purpose-built for grocery e-commerce and delivers the most efficient in-store picking available. It enables grocery retailers to reduce in-store picking costs by increasing efficiency, allowing more items to be picked in less time and lowering labor costs. The solution is used by grocery retailers in the UK, Sweden, Spain, Portugal, Belgium, Cyprus and New Zealand.

### Disclosure regulation

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

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### 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](#)