

Jonas Magnusson new CEO at HL Display

Jonas Magnusson has been appointed CEO at HL Display and will assume the position no later than May 1, 2026. He will succeed the current CEO, Björn Borgman.

Jonas Magnusson is an experienced and robust leader of global consumer goods and B2B retail solution businesses gained from his previous positions. Most recently, Jonas served as CEO of Paragon Global Brands and has previously held senior roles at companies including Jordanes, The Absolut Company and Electrolux.

“Jonas has a proven track record of driving growth and profitability, which aligns strongly with HL Display’s future direction. Jonas’ background in innovation, digitalization, growth leadership and tech-enabled solutions makes him well-suited to lead HL Display. His experience from M&A-driven expansion and industrial scale-up adds significant value to the organization. I would also like to take this opportunity to thank Björn Borgman for his excellent work during his ten years with us. Closing the company’s largest add-on acquisition with Deinzer to date is a remarkable way to conclude his tenure and a testament to his contributions,” says Anna Vilgorac, Chairman of HL Display.

“I am delighted to join HL Display and to build on the strong foundation created by Björn and the entire team. I look forward to working together with our colleagues and customers to further develop innovative solutions that help retailers and brands succeed through better shopping experiences,” says Jonas Magnusson.

Claire Blackadder, CFO at HL Display, will step in as interim CEO of the company from March 1 until Jonas joins as CEO May 1, 2026.

About HL Display

HL Display is a global leader in in-store merchandising and communication solutions, helping customers create a better shopping experience for both shoppers and store personnel. Founded in 1954, HL Display operates in more than 70 countries, with solutions in 350,000 stores worldwide. The company supports customers in growing sales, inspiring shoppers, improving efficiency, reducing waste and improving work in-store across three segments: food retail, branded goods suppliers, and non-food retail.

HL Display Group is headquartered in Stockholm, Sweden, with sales offices in 24 countries covering 40 markets and distributor partners serving the remaining global markets. The company operates seven production facilities across Sweden, Poland, Germany, the UK, Canada, and China, with capabilities including plastics and metal fabrication, printing, and assembly. HL has 1,500 employees and net sales of 3,000 MSEK. HL Display has actively pursued 12 add-on acquisitions over the past four years to strengthen its market position and expand its portfolio.

Ratos holding in HL Display is 95%.

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About Ratos

Ratos is a Swedish publicly listed business group consisting of 14 companies across three business areas: Construction & Services, Industry and Consumer. The Group operates mainly in the Nordic region, with net sales of SEK 19 billion and an adjusted EBITA of SEK 1.9 billion in 2025, and with a total workforce of around 9,100 employees.

Ratos is headquartered in Stockholm, Sweden. We have a distinct corporate culture and strategy – everything we do is based on our core values: Simplicity, Speed in Execution and It's All About People. We enable independent subsidiaries to excel by being part of something larger.

Image Attachments

[Jonas Magnusson](#)

Attachments

[Press release](#)