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FOR IMMEDIATE RELEASE

siffron® Introduces New Antimicrobial ModoShelf™ System

CLEVELAND, OH: siffron®, a leader in retail merchandising, announced the launch of ModoShelf™, an antimicrobial and customizable shelving system.

Produce is the number one factor when customers are choosing where to shop for groceries, but bacteria-laden shelves can pose dangers to consumers.

An industry first, the ModoShelf is the only NSF-certified merchandise shelving on the market today. The ModoShelf has removable antimicrobial ABS tiles that can be cleaned in a dishwasher. In a recent independent study, researchers tested ModoShelf's antimicrobial surface, which effectively eliminated more than 99 percent of E.coli.

"Stores are susceptible to high-levels of bacteria on produce so customer health may be at risk," says William Mertz, siffron Fresh Produce Product Manager. "ModoShelf is a revolutionary shelving system that's the answer to the problem of bacteria-ridden shelves, allowing grocers to easily maintain the cleanliness of their produce and effectively protecting their customers from dangerous pathogens that can linger on produce."

Flexible and expandable, ModoShelf is available in four different widths (12", 24", 36" and 48"). Retailers can also adjust the angle of the shelves to four set positions: 0°, 10°, 20°, and 30°. ModoShelf's tiles are installed easily, with no tools required.

About siffron

For more than 60 years, siffron has been a leader in the retail display and merchandising industry, providing solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. These products include custom product displays; merchandising and loss prevention systems; label, sign and literature holders; product merchandisers and display components; as well as fresh area merchandising products, supplies and backroom organization solutions. siffron offers start-to-finish custom solutions, including consultation, design, prototyping, production, fulfillment and purchase consolidation.

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