

[NEXT] 2.0

Most durable tray in the market



siffron[®]
always on



Maximize the effectiveness of your retail space

Enhance product visibility

NEXT™ 2.0 will change the way you look at retail shelving



NEXT™ 2.0 Trays organize and push each product to the front of the tray, making every item visible and available for customers

The NEXT™ Tray Merchandising System allows retailers to increase merchandising space and improve product visibility. Each item remains faced and visible to the customer for easy product selection. By incorporating the NEXT™ System into a planogram, retailers can eliminate expensive shelving and put more product in its place.

NEXT™ 2.0 allows retailers to further streamline appearance and simplify labor while saving money. The pusher paddle extension allows for easy and complete product stocking.

Additionally, customers benefit from a more organized and cohesive layout featuring enhanced product depth and merchandising which, in turn, increases sales.

With the NEXT™ 2.0 Merchandising System, retailers save valuable retail space and can stock additional products per tray.



Display more product

Display 25 - 30% more facings in the same space.



- 1 Standard freezer shelves are expensive and consume valuable merchandising space.
- 2 Category management on shelves is difficult and can result in product spoilage. Product is merchandised in a manner that does not maximize visibility.
- 3 NEXT™ 2.0 Trays maximize merchandise space. Total number of facings can increase by as much as 30%, which increases the sales potential per category.
- 4 Each product is maintained and faced with NEXT™ 2.0 Trays. Product and packaging are always visible, creating a billboard of merchandise that increases impulse sales.



Without NEXT™ products appear unorganized and unattractive. It is difficult for the consumer to find what they are looking for and to distinguish between brands.

The NEXT™ System creates “product billboarding”- a wall of product that enhances category and brand awareness. This helps provide better rotation for time-sensitive products.

Increase Sales

Increase sales 10-15% through enhanced product appearance. Average ROI of eight months.

Increase merchandising space

Increase the number of facings in a section by as much as 30% by removing shelves and optimizing planograms.

Reduce labor costs

Upon product removal, each product is faced with spring-loaded action.



Double Tray for Small Items

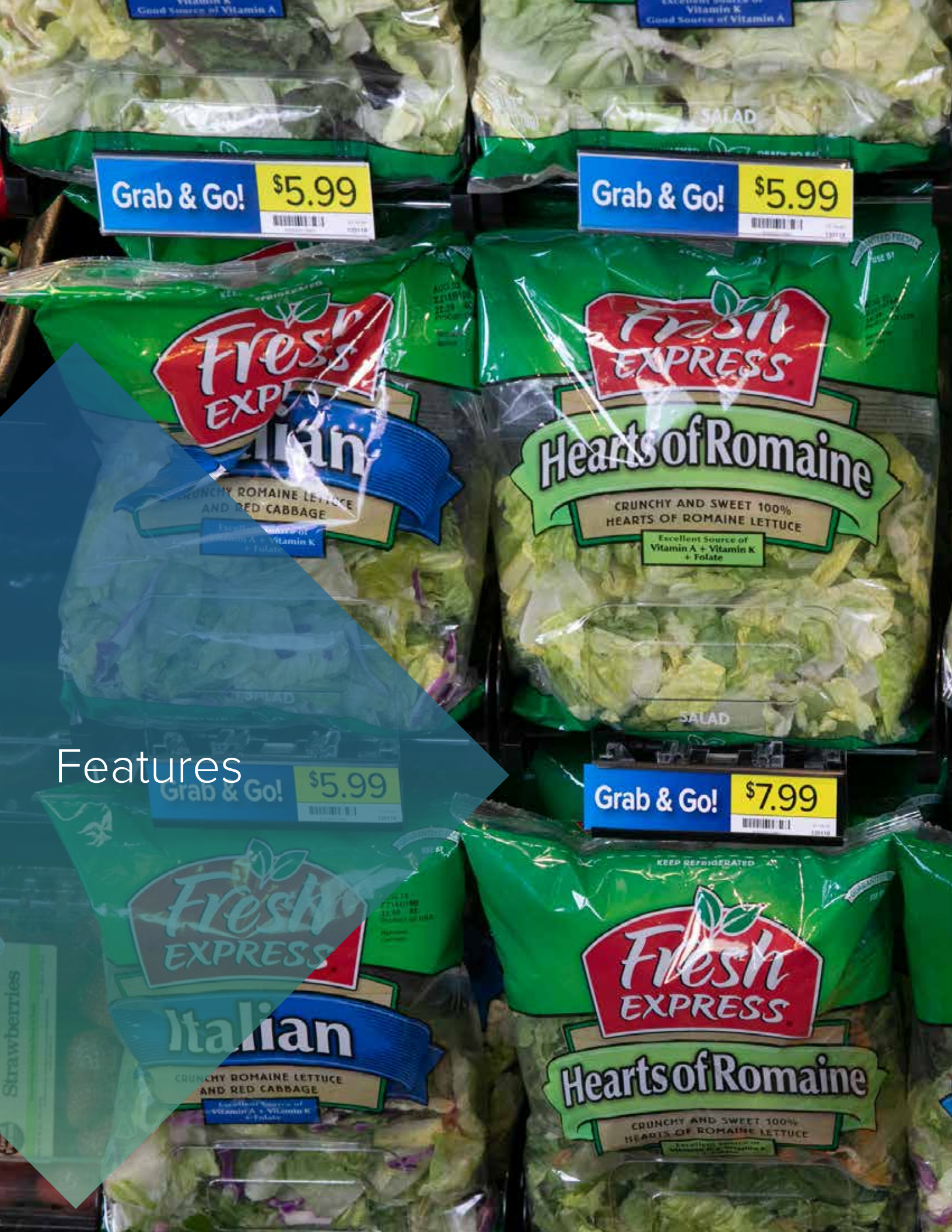
Pharmacy Items

Bagged Candy & Snacks

Boxed Items

Refrigerated Items

Frozen Vegetables



Features

Grab & Go!

\$5.99

Grab & Go!

\$5.99

Fresh
EXPRESS

Italian

CRUNCHY ROMAINE LETTUCE
AND RED CABBAGE

Excellent Source of
Vitamin A + Vitamin K
+ Folate

Fresh
EXPRESS

Hearts of Romaine

CRUNCHY AND SWEET 100%
HEARTS OF ROMAINE LETTUCE

Excellent Source of
Vitamin A + Vitamin K
+ Folate

Grab & Go!

\$5.99

Grab & Go!

\$7.99

Fresh
EXPRESS

Italian

CRUNCHY ROMAINE LETTUCE
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Excellent Source of
Vitamin A + Vitamin K
+ Folate

Fresh
EXPRESS

Hearts of Romaine

CRUNCHY AND SWEET 100%
HEARTS OF ROMAINE LETTUCE

Excellent Source of
Vitamin A + Vitamin K
+ Folate

Strawberries

[NEXT]. 2.0



1. Front Stop Options



Choose from a selection of front stops including 2", 3", 6" and finger fronts

2. C-Channel



The removable C-Channel allows for various pricing and promotions

3. Metal Base



All NEXT™ 2.0 trays are built upon a metal frame for strength and durability.

4. Divider Ledge



Divider ledges provide support for the full width of the product.

5. Expandable Sides



Standard divider sides are expandable to hold products between 4.6" to 11". HD wide trays can hold even more.

6. Paddles



Paddles keep products upright and at the front of the shelf. Choose from 3" to 4.5 " sizes.



Easy
Installation



Bar Mount

Use NEXT™ 2.0 in any display environment

- Three tray mounting styles available: Bar mount, Grid mount and Shelf mount
- Universal brackets fit all uprights
- 13", 15", 17", 19" and 21" shelf depths available
- Back grid assembly fits into standard uprights and can accommodate a variety of configurations



Design of tray mount allows trays to span over bars, creating a continuous flow of merchandise.



Grid Mount - Grid mount trays are designed for 1" space wire display grids and are perfect for open cooler displays.



The rear shelf clip secures the Next™ 2.0 trays from the rear.

Shelf Rail Mount - Shelf rail provides easy tray adjustment of installed Next™ 2.0 trays. No un-install necessary – just lift front slightly and move tray into position along the rail.

[NEXT]. 2.0

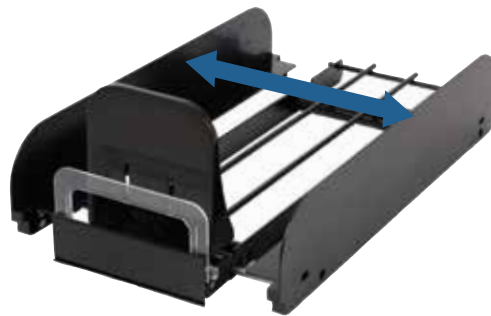
A tray size for every display

The NEXT™ Tray Merchandising System allows retailers to increase merchandising space and improve product visibility. Each item remains faced and visible to the customer for easy product selection.

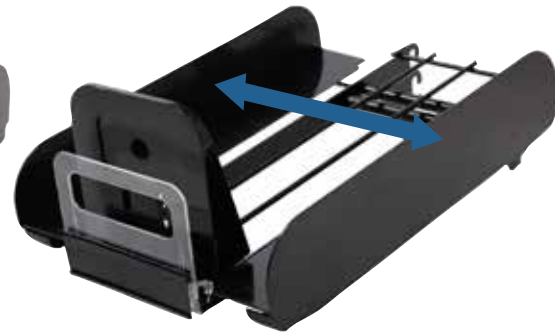
By incorporating the NEXT™ System into a planogram, retailers can eliminate expensive shelving and put more product in its place.

NEXT™ 2.0 allows retailers to further streamline appearance and simplify labor while saving money. The pusher paddle extension allows for easy and complete product stocking.

Standard trays expand 4.6" - 11"



HD wide trays expand 6" - 12"



A variety of front options



2" Front



3" Front



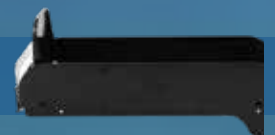
3.5x6" Front



5x6" Finger Front

NEXT™ 2.0 Trays are available in a variety of tray depths to accommodate any product display.

13"



15"



17"



19"



21"



Accessories and Options

Flip Front Trays



The front fence folds down as it is pressed from the front to load product into the tray for an easy one-hand operation. The fence is spring-loaded to pop back up into an upright position and hold product in place as every last item is faced forward.

LED Lighting



Looking for a way to draw customer attention to your retail space? Perfect for promoting impulse purchase items such as candy.

Organic Fence



Showcase organic products with the optional NEXT™ 2.0 organic front fence. This versatile attachment replaces the standard front fence and highlights the display.

Double Paddle Insert



The Next™ 2.0 increases product capacity with the Double Paddle Insert. Smaller products are neatly displayed and are accessible. The Double Paddle Insert is available for all tray sizes and styles. Contact siffon for a custom quote.

Pull out trays



Make product loading easy with the new Next™ 2.0 Pull-out Tray option. Designed with the same advantages as the Next™ 2.0 Tray, the Next™ 2.0 Pull-out Tray extends over half of the total tray length to make it easier to load product into cooler sections – perfect for insuring first in, first out merchandising. A locking paddle makes loading and re-loading product a snap, paddle automatically releases when tray is closed.

Integrated air baffles



The Next™ 2.0 is also available with baffles to ensure temperature is maintained at the optimal level and product is kept fresh from the back of the cooler to the front. Next™ 2.0 baffles come installed into the tray already – requiring no additional assembly. Note: Next™ 2.0 standard version with integrated baffles can expand up to 7.75”, while the HD Wide with baffles version opens 6” - 12”.

Under refrigeration testing, the Next™ 2.0 has proven it supports the critical air curtain required for optimal preservation of frozen or chilled merchandise, allowing the unit to hold proper temperatures.*

*Unit must be properly installed and merchandised



BOARD
OVEN ROASTED
TURKEY BREAST
BROWNED WITH CARAMEL COLOR

Mayer
DeliFresh
HONEY
UNCURED MEAT

7 JUL 20 17 29
RS35 P.9070
NET WT 16 OZ
Lunchmeat 16 OZ.
38.5 4.29
with card
\$2.99
SALE PRICE

30 JUL 20 2 48
D.V.04
NET WT 16 OZ
Lunchmeat 16 OZ.
38.5 4.29
\$2.99
SALE PRICE

Oscar Mayer
DeliFresh
OVEN ROASTED
TURKEY BREAST
NO ARTIFICIAL FLAVORS

NET WT 16 OZ
Lunchmeat 16 OZ.
38.5 4.29
\$2.99
SALE PRICE

7 JUL 2018 19 36
D.V.06
NET WT 16 OZ
Lunchmeat 16 OZ.
38.5 4.29
with card
\$2.99
SALE PRICE

NEXT™ 2.0

Bar Mount Trays



NEXT 2 Bar Mount Trays

Item Number	Description	Pack
4800520198	NEXT 2.0 13" Bar Tray	12
4807248061	NEXT 2.0 15" Bar Tray	12
4805400238	NEXT 2.0 17" Bar Tray	12
4807046462	NEXT 2.0 19" Bar Tray	12
4801312049	NEXT 2.0 21" Bar Tray	12



NEXT 2 Bar Mount Trays with Baffle

Item Number	Description	Pack
4801148346	NEXT 2.0 15" Bar Tray w/ Baffle	12
4809674916	NEXT 2.0 17" Bar Tray w/ Baffle	12
4808054193	NEXT 2.0 19" Bar Tray w/ Baffle	12
4804611715	NEXT 2.0 21" Bar Tray w/ Baffle	12



NEXT 2 Bar Mount Trays with Flip Front

Item Number	Description	Pack
4800750013	Next 2.0 13" Bar Tray w/ Flip Front	12
4800750015	Next 2.0 15" Bar Tray w/ Flip Front	12
4800750017	Next 2.0 17" Bar Tray w/ Flip Front	12
4800750019	Next 2.0 19" Bar Tray w/ Flip Front	12
4800750021	Next 2.0 21" Bar Tray w/ Flip Front	12



NEXT 2 Bar Mount Trays with Baffle and Flip Front

Item Number	Description	Pack
4800790015	NEXT 2.0 15" Bar Tray w/ Baffle/Flip Front	12
4800790017	NEXT 2.0 17" Bar Tray w/ Baffle/Flip Front	12
4800790019	NEXT 2.0 19" Bar Tray w/ Baffle/Flip Front	12
4800790021	NEXT 2.0 21" Bar Tray w/ Baffle/Flip Front	12



NEXT 2 Bar Mount Pullout Trays

Item Number	Description	Pack
4801939559	NEXT 2.0 15" Bar Tray Pullout	8
4802738587	NEXT 2.0 17" Bar Tray Pullout	8
4800610704	NEXT 2.0 19" Bar Tray Pullout	8
4802140945	NEXT 2.0 21" Bar Tray Pullout	8



NEXT 2 Bar Accessories

Item Number	Description	Pack
4802735329	Crossbar 1" sq x 30" Black 6/box	6
4809658477	Crossbar 1" sq x 36" Black 6/box	6
4809013742	Crossbar 1" sq x 48" Black 6/box	6

Shelf Mount Trays



NEXT 2 Shelf Trays

Item Number	Description	Pack
4805020182	Next 2.0 13" Shelf Tray	12
4800644975	Next 2.0 15" Shelf Tray	12
4801596127	Next 2.0 17" Shelf Tray	12
4809362717	Next 2.0 19" Shelf Tray	12
4802305106	Next 2.0 21" Shelf Tray	12



NEXT 2 Shelf Trays with Flip Front

Item Number	Description	Pack
4800660013	Next 2.0 13" Shelf Tray w/ Flip Front	12
4800660015	Next 2.0 15" Shelf Tray w/ Flip Front	12
4800660017	Next 2.0 17" Shelf Tray w/ Flip Front	12
4800660019	Next 2.0 19" Shelf Tray w/ Flip Front	12
4800660021	Next 2.0 21" Shelf Tray w/ Flip Front	12



NEXT 2 Shelf Tray Accessories

Item Number	Description	Pack
4803936544	Cooler Shelf Clip 4" NEXT 2.0 Tray	200



NEXT 2 Shelf Tray Accessories

Item Number	Description	Pack
4801672654	NEXT 2.0 Shelf Mount Rail 30"	10
4805154594	NEXT 2.0 Shelf Mount Rail 36"	10
4807892604	NEXT 2.0 Shelf Mount Rail 48"	10
8530402437	Universal Fastener; Black	100

Grid Mount Trays



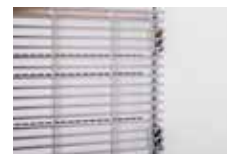
NEXT 2 Grid Mount Trays with Baffle

Item Number	Description	Pack
4804880015	NEXT 2.0 15" Grid Tray w/ Baffle	12
4804880017	NEXT 2.0 17" Grid Tray w/ Baffle	12
4804880019	NEXT 2.0 19" Grid Tray w/ Baffle	12
4804880021	NEXT 2.0 21" Grid Tray w/ Baffle	12



NEXT 2 Grid Mount Pullout Trays

Item Number	Description	Pack
4800600015	Next 2.0 15" Grid Tray/Baffle/Pullout	8
4800600017	Next 2.0 17" Grid Tray/Baffle/Pullout	8
4800600019	Next 2.0 19" Grid Tray/Baffle/Pullout	8
4800600021	Next 2.0 21" Grid Tray/Baffle/Pullout	8



NEXT 2 Grid Accessories

Item Number	Description	Pack
4807440901	48" x 9" Produce Grid	5
4807441801	48" x 18" Produce Grid	5

HD Wide Trays



NEXT 2 HD Wide Bar Mount Trays

Item Number	Description	Pack
4800070015	NEXT 2.0 15" HD Wide Bar Tray	12
4800070017	NEXT 2.0 17" HD Wide Bar Tray	12
4800070019	NEXT 2.0 19" HD Wide Bar Tray	12
4800070021	NEXT 2.0 21" HD Wide Bar Tray	12



NEXT 2 HD Wide Grid Mount Trays

Item Number	Description	Pack
4801230215	NEXT 2.0 15" HD Wide Grid Tray	12
4801230217	NEXT 2.0 17" HD Wide Grid Tray	12
4801230219	NEXT 2.0 19" HD Wide Grid Tray	12
4801230221	NEXT 2.0 21" HD Wide Grid Tray	12



NEXT 2 HD Wide Bar Mount Trays with Baffle

Item Number	Description	Pack
4808970015	NEXT 2.0 15" HD Wide Bar Tray w/ Baffle	12
4808970017	NEXT 2.0 17" HD Wide Bar Tray w/ Baffle	12
4808970019	NEXT 2.0 19" HD Wide Bar Tray w/ Baffle	12
4808970021	NEXT 2.0 21" HD Wide Bar Tray w/ Baffle	12



NEXT 2 HD Wide Grid Mount Trays with Baffle

Item Number	Description	Pack
4804920215	NEXT 2.0 15" HD Wide Grid Tray w/ Baffle	12
4804920217	NEXT 2.0 17" HD Wide Grid Tray w/ Baffle	12
4804920219	NEXT 2.0 19" HD Wide Grid Tray w/ Baffle	12
4804920221	NEXT 2.0 21" HD Wide Grid Tray w/ Baffle	12



NEXT 2 HD Wide Bar Mount Pullout Trays

Item Number	Description	Pack
4808990015	NEXT 2.0 15" HD Wide Bar Tray/Baffle/Pullout	8
4808990017	NEXT 2.0 17" HD Wide Bar Tray/Baffle/Pullout	8
4808990019	NEXT 2.0 19" HD Wide Bar Tray/Baffle/Pullout	8
4808990021	NEXT 2.0 21" HD Wide Bar Tray/Baffle/Pullout	8



NEXT 2 HD Wide Grid Mount Pullout Trays

Item Number	Description	Pack
4800630215	NEXT 2.0 15" HD Wide Grid Tray/Baffle/Pullout	8
4800630217	NEXT 2.0 17" HD Wide Grid Tray/Baffle/Pullout	8
4800630219	NEXT 2.0 19" HD Wide Grid Tray/Baffle/Pullout	8
4800630221	NEXT 2.0 21" HD Wide Grid Tray/Baffle/Pullout	8



8181 Darrow Road
Twinsburg, OH 44087

[NEXT] 2.0

Increase sales

Increase sales 10-15% through enhanced product appearance. Average ROI of eight months.

Increase merchandising space

Increase the number of facings in a section by as much as 25% by removing shelves and optimizing planograms.

Reduce labor costs

Upon product removal, each product is faced with spring-loaded action.

Find more information at www.siffron.com

Ordering is easy!

Phone	800.422.2547	call toll free in North America
Fax	800.422.2502	fax us your purchase order
Web	www.siffron.com	find and buy resources online

