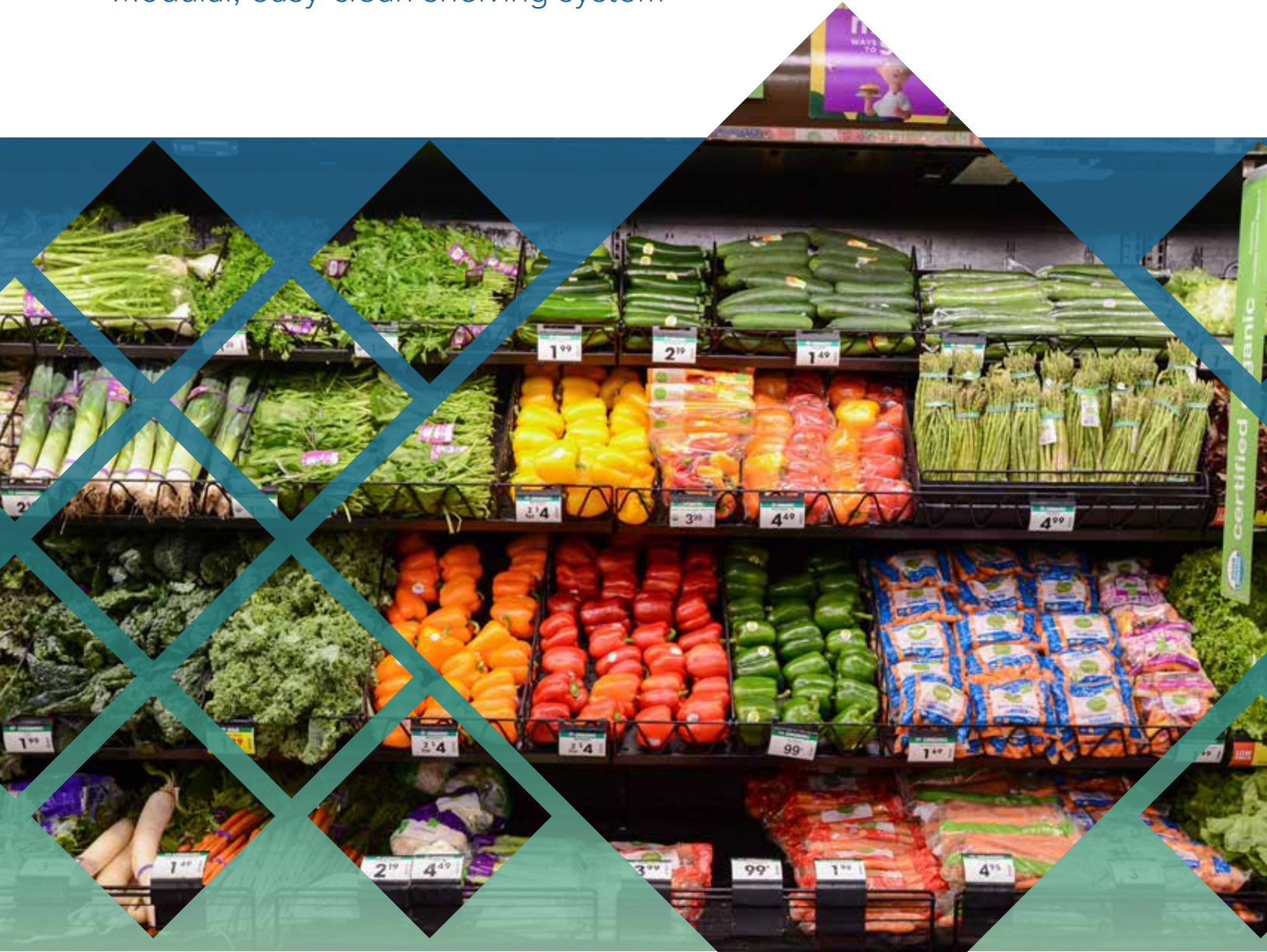


# ModoShelf™

Modular, easy-clean shelving system



Patent-Pending

**siffron**®  
always on





Take a fresh  
approach  
to product  
merchandising

Taylor  
Cauliflower  
PEARLS  
mash • rice • sauté • bake

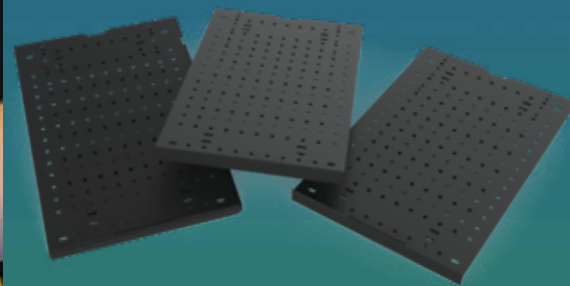


# Keep it fresh!

**ModoShelf™** will change the way you look at retail shelving



## Tile & Frame Design



Patent-pending design includes lightweight ABS tiles and a stainless-steel frame to provide unprecedented strength while removing the issues involved with handling and cleaning heavy, metal shelves.

A grocery store's produce area is critically important to a supermarket's success due to its high level of traffic and increased revenue. Retailers know that differentiating themselves in this area is of utmost importance.

Many things can detract from this area as well. These distractions include poor display of merchandise, dirty or disorganized appearance, and the labor costs associated with managing and cleaning this retail space section.

ModoShelf™ is a revolutionary shelving system that provides a wealth of benefits that addresses many of the challenges facing retail today. These needs address the concerns of functionality, cleanliness, and reduced labor.

With a modular, lightweight design, ModoShelf offers many design options to create beautiful product displays while optimizing merchandising space.

Its lightweight design means it can be set up easily by one person.

The tile construction allows for easy disassembly to quickly and efficiently maintain cleaning protocols in the store's fresh area.

Combine all of this with its NSF certification, ModoShelf is one of the most reliable, versatile, and safe products on the market today.



# ModoShelf™ Features

## 1. Shelf Construction



Lightweight tiles combined with a tube frame allows for one-person installation - no tools required

## 2. Grid Uprights



Insert as many uprights as needed for your shelf configuration - no tools required

## 3. Grid Mounting Bar



The grid mounting bars, top and bottom, inserts into standard uprights and securely hold Grid Uprights

## 4. Tile Installation



Tiles securely pressure-fit onto frame cross bars - no fasteners required. A four-foot shelf can hold up to 150 pounds

## 5. Tile Construction



Tiles are molded out of durable, recyclable ABS plastic that is optimized for cooler airflow

## 6. Accessories



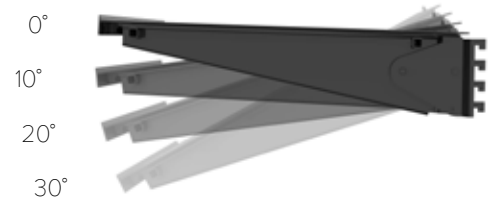
Variety of plastic and wire fences and dividers available, utilize front slots and shelf perforations

## 7. Shelf Frame Assembly



Frame ships flat or assembled. Snap cross bars onto side brackets for secure fit

## 8. Adjustable Shelf Angles



Adjustable angles with four different shelf positions: 0°, 10°, 20°, and 30°

# Have it your way

## Mix & Match to Maximize Space

- ModoShelf is a flexible and expandable shelving system
- Shelves available in: 1', 2', 3', and 4' widths
- 14", 16", 18", and 20" shelf depths available
- Angle shelves as needed - enables FIFO rotation of product
- Back grid assembly fits into standard uprights and can accommodate a variety of configurations



2' x 2'



1' x 3'



4' Straight



Mixed sizes



4' Angled



1' x 2' x 1'







Don't let your shelves look like this!  
 ModoShelf is easy to clean and keeps  
 your produce looking great

# Cut cleaning time in half

Food safety is a top priority for grocers. The quality of their product and the integrity of their business is at stake. With the recent outbreaks of E-Coli on produce and the COVID-19 pandemic, the buying public is very conscious of the environment they shop in and the products they purchase. Cleanliness of produce sections, one of the highest traffic areas of a grocery store, is of utmost importance.

Typical measure to clean a produce case are extremely cumbersome and time and labor intensive. This can lead to sub par performance when cleaning and lack of adherence to cleaning schedules by store staff.

	Traditional Shelving	ModoShelf
Remove individual shelves and wipe clean	<b>10 minutes</b>	<b>5 minutes</b>
Spray and wipe down cooler case,	<b>10 minutes</b>	<b>10 minutes</b>
Rebuild the POG, returning shelves to their correct original position	<b>20 minutes</b>	<b>5 minutes</b>
<b>TOTAL</b>	<b>40 minutes</b>	<b>20 minutes</b>

## ModoShelf removes the labor and pain of cleaning

ModoShelf's patent-pending design makes cleaning easy. The ABS shelf tiles are dishwasher safe, so they can simply be removed from the frame, placed in a dishwasher, and be ready in a short amount of time.

The frame of the shelf is designed with cleaning in mind as well. Once the ABS tiles are removed, there

is sufficient space between all of the components of the frame and nearby frames to easily hose and wipe down the bracket assembly and rear wall of the cooler case.

Furthermore, the frames stay in place, meaning that the integrity of the planogram is not changed considerably shortening the time it takes to reset the merchandise.



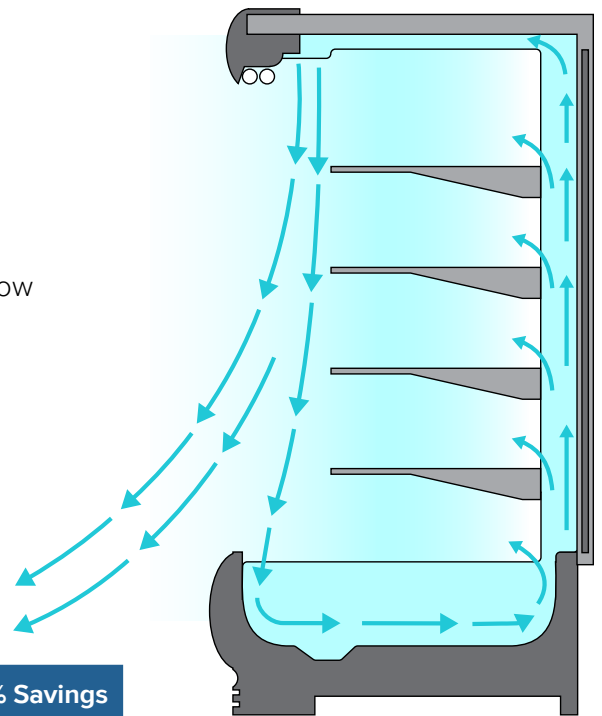
Brackets designed with gap for cleaning so they can stay installed and maintain planogram integrity



# Cooler efficiency

A key area for efficiency in grocery is the performance of open air coolers. siffron utilized an independent lab for a variety of tests on ModoShelf and its performance within open-air coolers. Proper airflow is critical and needs to be maintained so that the produce inside the cooler stays at the proper temperature to inhibit bacterial growth.

During these tests, ModoShelf performance was tested against standard, steel shelves. The performance seen on the chart below shows the effectiveness of ModoShelf in maintaining temperature within the cooler.



Shelves Tested	Energy Consumption	% Savings
OEM Equipment	44.4 kWh/day	-
OEM Shelves with ModoShelf Well	40.55 kWh/day	8.7%
<b>ModoShelf With ModoShelf Well</b>	<b>39.55 kWh/day</b>	<b>10.9%</b>
24" W ModoShelf	41.96 kWh/day	5.5%
ModoShelf Pods	43.35 kWh/day	2.4%

**Save nearly \$1 MM**

in energy cost savings annually in refrigerated coolers.\*

Not only did ModoShelf outperform the OEM shelving, but it also helped the cooler utilize less energy. Over time, this energy savings alone can be substantial for retailers, along with the satisfaction of knowing that ModoShelf does its part in keeping produce safe.

\* The national average for kWhr costs is \$0.23 As an example, a produce section of 48' would save around \$5K a year. A grocery chain/division with about 200 stores of this size converted to ModoShelf would save about \$1MM in energy usage each year





# ModoS Shelf™ Slant

Reduce shrink significantly and keep produce looking fresh!

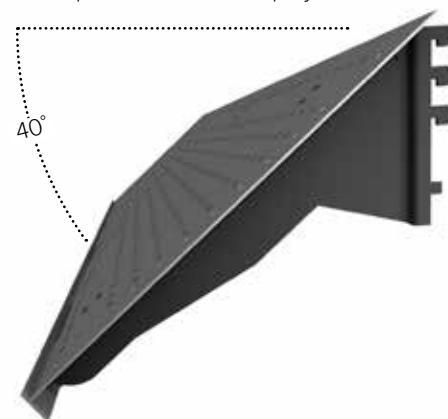
The angled shelves of ModoS Shelf Slant promote first-in, first-out stock rotation, which ensures produce always looks fresh – resulting in sales lift. ModoS Shelf Slant is typically set-up as a 3-tiered display consisting of 14” deep shelves on top, 20” deep shelves in the center, and 26” deep shelves on the bottom. All shelf brackets are permanently fixed at a 40-degree pitched angle.

ModoS Shelf Slant is designed to look like an organized “wall of produce,” making the case look full while carrying relatively low inventories to reduce shrink. There is no need for inventory blockers, dummies, or other extra components, as the steeply pitched angle of the shelves creates a physical limit to how much product employees can place on the showroom floor.

Fencing and dividers are completely removable to allow easy cleaning in otherwise tight crevices where bio-film can gather and grow. Additional components include an Asparagus Tray with water trays, Variety Bins for each size shelf, and Gravity-Feed Root Bins (intended to sit on racks in the bottom/well of the cases) with removable slanted dummies and dividers.

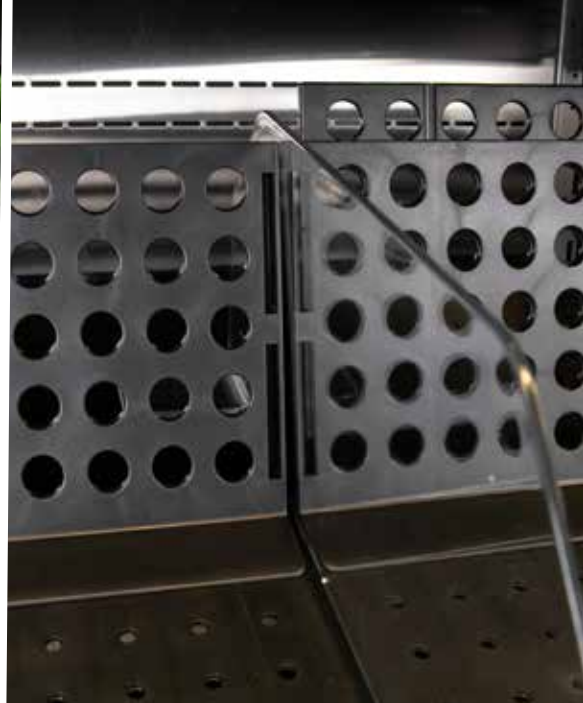


Create a tiered effect with smaller to larger shelf sizes for a “wall of produce” visual display



ModoS Shelf Slant shelves have a fixed, 40 degree angle and fit into standard cooler uprights





# ModoShelf™ Wall

Create a virtual wall of produce with minimum inventory utilizing standard ModoShelf components that all function together using various shelving depths and inventory blocker panels. The shelves function as natural “baffles” to facilitate air-flow from the rear of the case to support the “air curtain” at the front and doesn’t disrupt the refrigeration efficiency like other upright racking systems. Inventory blockers have large holes to ensure this proper air circulation is not impeded.

Cleaning is a cinch! No more removal of large, difficult to handle racking systems with shelves that need to be re-positioned in the plan-o-gram each time. Simply pop off the blockers and the decking tiles, clean the case with the metal frames in position and all components snap back into their original places without the need for a fully diagrammed plan

Merchandisers can re-position blocker panels as necessary (in 1” increments) to create uniquely-sized space for items of various size. Add in 6” high clear dividers along with front product stops to create virtual bins on shelves that are fully customizable in size.



Use standard ModoShelf components and adjustable height blockers to create a wall of produce. Less bulky and easier to handle than other upright racking systems on the market

Blocker panels can extend in height from 6” high to 10” high to accommodate space gaps between shelves to create the wall.







# ModoShelf™ Pods

ModoShelf™ Pods are a creative way to enhance the visual appeal of bulk produce that maximizes sales and profits. Create a dramatic landscape to draw attention to the beautiful colors of your produce and spur impulse sales. Rounded Pod shapes allow you to organize and separate individual categories and help visually distinguish specialty products, while also limiting the amount of product on the showroom floor – reducing shrink!

ModoShelf™ Pods are perfect for showcasing products in bulk produce such as apples and oranges, gourmet cheeses, and much more! Using the same ModoShelf™ design, the plastic tile construction allows for easy disassembly to quickly and efficiently maintain cleaning protocols for equipment that comes into direct food contact regularly. The lightweight design also allows it to be set-up easily by one person, without sacrificing strength and durability as each shelf is weight-rated to 150 pounds.



ModoShelf Pods come in various sizes and configurations.



Perfect display option for showcasing bulk items.



Utilize the Mini-Pod Bin to protect sensitive products from moisture and airborne contaminants





# ModoS Shelf™ Well Merchandiser

The ModoS Shelf™ Well Merchandiser is a truly innovative solution for optimizing the merchandising capabilities of refrigerated display cases. By installing directly into the bottom of these cases, this rack eliminates the need for existing wire racking and revolutionizes the way products are presented. The standout feature of this rack is its easily-removable top deck, constructed out of durable ABS plastic. Not only is this material dishwasher-safe, making cleaning and sanitation a breeze, but it also prevents smaller items and loose debris from falling through - a common issue with standard wire racking. With the ModoS Shelf™ Well Merchandiser, there's no longer any need to dismantle plan-o-grams completely just to maintain cleanliness. Its innovative design eliminates unsanitary case liners while still providing a surface that minimizes bruising on delicate produce or goods.



NSF-listed removable top deck allows for easy cleaning and maintenance.

Customize bins in the bottom of a display case with ModoS Shelf Dividers and Blocker Panels (pre-assembled or clear PETG)



# Sell more with these add-ons

## NEXT™ 2.0 Trays



NEXT™ 2.0 Trays are an ideal partner to cross merchandise packaged product with ModoShelf. The Bar Mount version of NEXT integrates with ModoShelf using a 1" bar that mounts right into the ModoShelf uprights. NEXT Trays face each and every item to the front of the shelf to create a wall of product and reduce shrink due to spoilage.

- ◆ Most durable tray in the industry
- ◆ Patented
- ◆ NSF certified
- ◆ Baffles built into the tray to maintain proper cooler airflow
- ◆ Pusher paddles extend to the back of tray to hold more merchandise
- ◆ Divider ledge secures wide boxed and bagged products
- ◆ Durable wire frame expands from 4.6" to 10.5" to accommodate a wide variety of package shapes and sizes
- ◆ Fold-down front fence version and pull-out tray version available for easy restocking

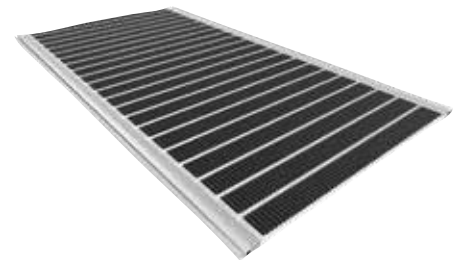


## Roller Track™ Gravity-Feed Shelf



Roller Track™ delivers full visibility of products and allows shoppers to make selections quickly and easily. The added benefit to retailers is gravity-feed facing – a low maintenance, labor-saving solution to organize product and prevent empty facings. Products are moved to the front of the shelf as they are selected so keeping a consistent stock display.

- ◆ Gravity-feed design uses integrated rollers to self-face product
- ◆ NSF Certified
- ◆ Products remain visible and easily accessible
- ◆ Easy to install, stock, and reset to minimize labor
- ◆ Ideal for beverages, dairy, cleaning products, and convenience items
- ◆ Can be used in front- and rear-loading coolers
- ◆ Durable, long-lasting solution reduces waste and carbon footprint





## Power Zone® Kwik-Set™



Power Zone® Kwik-Set™ Self-facing System is a labor-saving, component-based system flexible enough to accommodate the widest range of product shapes and sizes. The Kwik-Set system works directly on ModoShelf and can keep shelves organized and products easily accessible for shoppers.

- ◆ Dividers feature clear product stops
- ◆ Spring-loaded lock tab for easy adjustment
- ◆ Standard or Kwik-Connect™ Front Rail
- ◆ Variety of optional accessories
- ◆ Available in beige, black, or white
- ◆ Components engage and disengage easily for trouble-free installations and quick planogram changes
- ◆ Manage large and stacked products with wide base pusher tracks and tall dividers
- ◆ Maintain product visibility and easy customer access with integrated clear product stop



## Allura™ LED Lighting



There is no better way to highlight your product than Allura LED lighting. Allura LED for ModoShelf is waterproof and provides beautiful illumination that makes bring s the color of your merchandise to life. The mounting mechanism clips onto the shelf frame, so tiles can be easily removed for cleaning without disrupting the LED strips and wiring.

- ◆ All components completely waterproof for use in misted environments
- ◆ All components either UL recognized or certified
- ◆ LED Light Bars available for 48", 24" and 12" wide shelves
- ◆ Case Adapter Cords available for Hussmann®, Tyler® and Hillphoenix® cases
- ◆ Retrofit existing units
- ◆ Kit will include the LED Light Bars, Bar Holders, Power Supply, Power Supply Hanger, Harness Tree, Link Cables and the appropriate Case Adapter Cord
- ◆ No tools are required
- ◆ 5 year warranty



# Accessories

## Front Fences



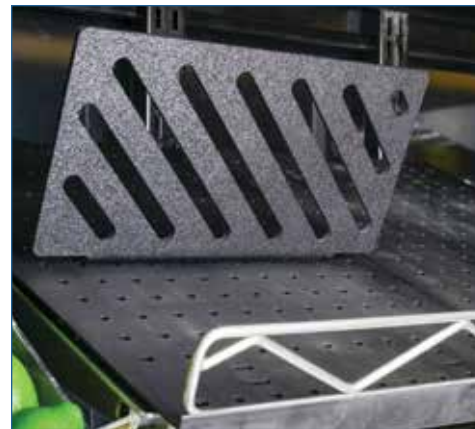
Available in various sizes and wire or plastic construction, front fences insert easily into the slots at the front of the shelf.

## Dividers



Dividers break up product selections of any size. Comprised of either plastic or wire, dividers fit into the shelf perforations for easy configuration.

## Blockers



Inventory blockers fit into shelf perforations and can be added to limit the amount of product displayed on the shelves thus reducing shrink.

## Data Strip® Price Rail



Snap on data strip provides clear pricing and promotional information without the need for tools or fasteners.

## Wicker Baskets



Wicker baskets provide a more natural appearance and are an excellent alternative to case packs of divider systems.

## Trays



Curved trays and bins secure on the front lip of ModoShelf and draw attention to products and add visual depth to the produce display.



# Go beyond fresh

**ModoShelf™** will change the way you look at center store



## Features:

- Quickly and easily create dynamic endcap displays
- Break up the monotony of in-line shelves and create a destination display for strategic products or brands
- Use shelves alongside pegged products as the pegboard is still accessible in between the shelf grid assembly
- Easy installation - no tools required

ModoShelf™ is not just for the produce department — it's also ideal for your center store. A variety of product sizes and shapes can be merchandised on multiple, adjacent shelf rows without any loss of vertical space.

The system's frame is compatible with all standard gondola uprights, allowing for a seamless retrofit.

Utilize the gondola's existing pegboard for pegged products next to smaller sections of shelved product in the same plan-o-gram section.

Quickly and easily turn your center store aisles or end caps into visual merchandising attractions that highlight your top-performing categories.



8181 Darrow Road  
Twinsburg, OH 44087

## ModoShelf™ Patent-Pending

### Modular

ModoShelf™ is a flexible and expandable grid system that's available in four different widths (12", 24", 36" and 48"). You can setup as little or as much display area as you need using our versatile design system. You can also adjust the angle of the shelves to four set positions: 0°, 10°, 20°, and 30°.

### Food Safe

The patent-pending ModoShelf is FDA approved and NSF Certified retail shelving. ModoShelf's plastic display shelves maintains a clean display area to show fresh products. The removable ABS tiles are easy to clean and 100% dishwasher safe.

### Easy to Install

ModoShelf has lightweight grid and components. ModoShelf is easy to install and assemble. One person can set up the ModoShelf system in mere minutes — no tools required!

## Ordering is easy!

Phone	<b>800.422.2547</b>	call toll free in North America
Fax	<b>800.422.2502</b>	fax us your purchase order
Web	<b><a href="http://www.siffron.com">www.siffron.com</a></b>	find and buy resources online

