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### **siffron Introduces New Drop-In Roller Shelf System – Roller Track™**

**TWINSBURG, Ohio (March 15, 2019)** – siffron™, a leader in retail merchandising, recently unveiled a new solution for shelf-facing displays called Roller Track™.

Roller Track delivers full visibility of products and allows shoppers to make selections quickly and easily. With Roller Track's gravity-feed facing rollers, retailers will benefit from a low-maintenance, labor-saving solution to organize their products and prevent empty facings.

Durable and long-lasting, Roller Track is a proven system that will save labor costs and improve retailers' stock rotations. The system moves products to the front of the shelf as they are selected, keeping a consistent stock display through the use of gravity-feed. In addition, Roller Track™ is designed for easy installation; product stocking; and re-stocking to ensure display upkeep is minimal.

Ideal for displaying beverages, dairy products, cleaning products, or convenience items, Roller Track is a versatile display solution that mounts directly into gondola uprights, minimizing lost vertical space due to angling. Shelves are available in multiple depths for most major refrigerated and center store fixtures and include an integral C-channel for pricing labels. Additional accessories include a front fence overlay, and dividers specifically designed for yogurt displays (such as Hussman and Hill-Phoenix coolers).

#### About siffron

For over 60 years, siffron has been a leader in the retail merchandising and custom display 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 solution delivery, including consultation, design, prototyping, production, fulfillment and purchase consolidation.

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