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NEW GENERATION OF PRODUCT FACING - NEXT 2.0 REDUCES COST AND INCREASES MERCHANDISING SPACE

TWINSBURG, Ohio (July 11, 2018) – siffron introduces the next generation of product facing – NEXT™ 2.0 Tray Merchandising System. Building upon the original NEXT™ concept, NEXT™ 2.0 allows retailers to streamline appearance further and simplify labor while saving money.

The modified design includes an open weave construction to reduce the overall weight and cost, and the pusher paddle extension allows for easy and complete product stocking. This design provides customers with better organization, better presentation, enhanced product depth, and maximizes merchandising space which, in turn, increases sales.

Available in bar mount and shelf mount versions, NEXT™ 2.0 Trays feature a durable wire frame that expands from 4.6” to 10.5” wide (baffle version extends to 7.75” wide) to accommodate an extensive variety of package shapes and sizes. An integrated c-channel on the front product stop allows for product pricing and promotional information.

The bar mount version offers an integrated baffle to ensure the cooler temperature is maintained at the optimal level and the product is kept fresh. Another option for the bar mount version is the Pull-out Tray, which extends to simplify stocking and product rotation. The shelf mount version incorporates a rail system that fastens to the front of most perforated gondola shelving. Shelf Trays slide along the rail for easy tray adjustment and planogram changes.

About siffron

siffron leads the industry in providing solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. These products include 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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For more information, call toll-free (800) 422-2547 or visit www.nextmerchandising.com.