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siffron Receives Prestigious Award From Shop! Retail Environments Association

Shop!, the global trade association dedicated to enhancing retail environments and experiences, announced today that siffron has received the OMA Award Gold Winner recognizing their outstanding work in retail design.

“Congratulations on behalf of our key sponsors, esteemed judges, and the entire Shop! Association team,” said Todd Dittman, CEO of the Shop! Association. “The creativity and high standard of work from your team offers an outstanding example of the best of the best in our industry.”

The judges cited siffron for creating a superb combination of the elements critical to success at retail: excellence in design, originality in use of space and materials, and quality of concept execution.

“We are thrilled that we were chosen as a Gold Winner of the esteemed OMA Awards,” said Robb Northrup, Director of Marketing at siffron. “This display fit a unique opportunity that the Hershey Company presented us with, and our team was able to deliver a high-impact, cost-effective solution. We are pleased to be recognized along with the Hershey company for this innovative display.”

The winning project began when Hershey challenged siffron to find a unique and exciting way to increase the ability to display Reese’s in the cooler environment in c-stores in order to maximize impulse sales and drive incremental volume via cross merchandising in key adjacent categories. The result was a unit that was heavily branded and had the ability to work within the space allotted in the grab n’ go style coolers. Use of the display provided a 13% increase in Reese’s sales and an 89% increase in overall basket ring with the trays in place.

For more details on the project, visit <https://shopassociation.secure-platform.com/a/gallery/rounds/81/details/23636>

The Shop! Awards recognize the best new designs in retail environments and experiences through three award programs, each celebrating a different area of expertise:

- **The OMA Awards** recognize the excellent displays that set the merchandising and design precedents of today. Shop! evaluates entries and gives gold, silver and bronze honors in five categories: Permanent, Semi-permanent, Temporary, Family of Display, and Category/Aisle/Department Redesign.

- **The Global Awards** recognize excellence in point-of-purchase advertising display, marketing-at-retail and retail design. This competition welcomes gold-winning displays from individual Shop! global affiliates' industry awards from the past year to celebrate the best from all over the world.
- **The Design Awards** celebrate achievements in areas such as new store design, renovations, fixtures, visual presentation projects, and in-store communications.

For more information, please visit www.shopawards.org.

About siffron

For over 60 years, siffron has been a leader in the retail display and loss prevention 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.

About Shop!

Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents member companies and affiliates worldwide from 23 countries. Since 1956, the association has brought value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events. Shop! produces the award-winning magazine, Retail Environments, offering business-focused content to retailers, brands, designers and suppliers throughout the industry.

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