

# Kinetic Shelf

Improved shelf management and product presentation with less labor



**siffron**<sup>™</sup>  
always on



# SIMPLICITY

PATENT PENDING

# Shopping made easy



## Enhance presentation to increase sales

The new patented Kinetic Shelf from siffron makes shopping easy by providing a simple product facing and customizable shelf planning solution for retailers. Featuring an ultra-slick, high-density polyethylene (HPDE) surface, the Kinetic Shelf maintains low friction to ensure merchandise stays properly faced and accessible to customers. Shelf channels snap into the shelf at the front and back with no additional components or fasteners, and can be aligned to meet varying sizes of merchandise.

The Kinetic Shelf can be mounted at an angle, providing a gravity-fed solution to facing merchandise, or horizontally where a low strength pusher system can be applied to keep merchandise organized. The result is a simple solution to minimizing shelf facing labor and retail upkeep.

## Other Solutions



Competitive products in the market place are often a one-size fits all model. These molded solutions are often expensive, and many items do not function well with the preformatted sizing.

# Kinetic Shelf



## Features

- ◆ Reduce Labor Cost
- ◆ Reduce Assembly Time
- ◆ Self Facing
- ◆ Flexible Shelf Design
- ◆ Reduce Cost
- ◆ Maximize Shelf Space

Easy to  
install and  
maintain!

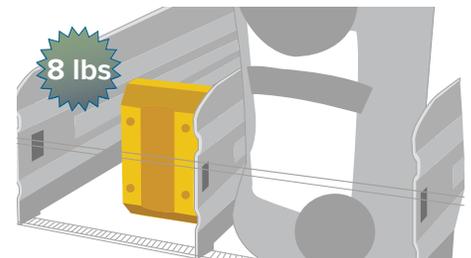
Up to **30%**  
Time Saving

# Product advantages



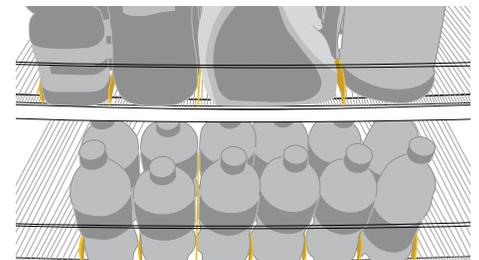
## Self Facing

Cost effective way to manage products that are typically difficult to face and manage. Due to their weight and the strength limitations of traditional product pusher systems, these larger retail items do not typically fit into shelf management systems. The Kinetic Shelf changes that with its ultra-slick surface for easy, low-friction travel.



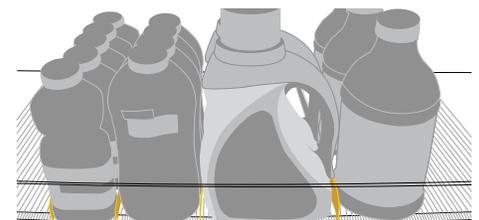
## Maximizing Space

Our shelf design enables product to be faced with minimal to no rise to the shelf, which maximizes merchandising space. Competitors rely on rigid systems, which can force retailers into tight spaces when setting up their merchandise. The Kinetic Shelf features adjustable shelf lanes so retailers can design the shelf space to suit their needs.



## Product Flexibility

The Kinetic Shelf installs in a snap using existing shelf fixtures. Shelf dividers insert into the front and back slots anywhere along the length of the shelf. No additional fasteners are necessary, and the Kinetic Shelf is designed to meet all standard retail shelf depths.



# Kinetic Plastic Shelf



## Flat Shelf Overlay

Installs at an angle to provide a gentle slope for self-facing. The shelf is composed of extruded plastic for scalable shelf depth (stock depths also available). The ultra-slick HDPE shelf creates a near frictionless surface so the merchandise can gently glide down into place when product is removed



## Gravity Feed Overlay

Lightweight product facer accessories with attached shelf channels install along the shelf to match the size of the product. No additional mounting components or fasteners are required to install the product pusher/dividers. Retailers can simply insert the pusher/dividers into the shelf where they would like their merchandise setup.



# Kinetic Wire Shelf



## Flat Shelf Overlay

Keep shelf areas organized and product accessible using our new Kinetic Wire Shelf from siffron. The Kinetic Wire Shelf features a special, ultra-slick coating, allowing product facing easy with 7° angle standard needed to gravity feed products. Add the all-in-one pusher/divider to face products with the shelf mounted flat.

## Gravity Feed Overlay

Weight-tested to handle up to 100 lbs, the Kinetic Wire Shelf is lightweight, installs in seconds, and fits into standard gondola uprights with no mounting tools required. Dividers quickly install along the shelf to create the display area that fits the size of their merchandise.





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Ordering is easy!

Phone **800.422.2547**  
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