

# Roller Track™

Improve visibility and reduce maintenance



**siffron**™  
always on

# 20% sales increase!

According to recent reports from AC Nielsen and HUI studies installing Roller Track™ within a category can give between 3-5% sales increase, and a 20% increase during peak hours.\*

\* Data provided from a study in Norway 2008 by AC Nielsen.

PATENT PENDING



# Improve the product display

Maintenance free gravity feed system



76% of all  
buying  
decisions are  
made in store

- among them -

90%  
are made  
on sight\*

## Roller Track™

Having retail shelves in disarray can distract and frustrate potential customers. Manual re-stocking is time-consuming and costly to retailers, who need an effective shelf management solutions that never quits.

### Increase Profitability

**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.

### Always working - 24 hours a day - 7 days a week

Roller Track™ is a proven system that will save labor costs and improve your stock rotation. The system moves products to the front of the shelf as they are selected so keeping a consistent stock display.

Roller Track™ will not only improve your bottom line by boosting the category sales – it will also minimize time spent re-merchandising. The rollers are self cleaning and remove any dust as they rotate.

## Features



- ◆ Gravity-feed design uses integrated rollers to self-face product
- ◆ 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

\*Popai 2012 - \*\* Price search in the Retail Grocery market - Urbany, Dickson and Kalapurakal

# Roller Track™

Well stocked shelves at all times with good stock rotation

## Get results with Roller Track™

- ◆ Easier to shop
- ◆ Reduced “out of stock” occurrences
- ◆ Reduced “out of reach” occurrences
- ◆ Faster to restock
- ◆ Enhanced overall store appearance



Roller Track™ is a shelf ready unit that can be installed directly on to the shelf fixture. The roll-fed system simplifies stock replenishment whether filling from the front or rear. It can be supplied as individual tracks or assembled sheets of any size and is easy to transport and mount. Used with an angle mount the sheet is placed on the shelf creating enough gravity to allow products to naturally fall to the front of the shelf.

### A proven track record...

- ◆ Sales increase of 20% during peak hours
- ◆ Major reduction in number of hours spent on re-merchandising
- ◆ Improves the working environment for store employees
- ◆ Improves product presentation and invites consumers to buy

**Reduce product facing labor by over an hour per day.**

## Benefits

|   |   |                                 |
|---|---|---------------------------------|
| Display is neat and full of product                               | ➔ | Improved shop-ability           |
| Products are moved to the shelf edge                              | ➔ | Easy access to products         |
| Products remain in the right place                                | ➔ | Price & product always match up |
| Shelves look fully stocked all the time                           | ➔ | Increased sales                 |
| Reduced time spent maintaining a tidy shelf                       | ➔ | Reduce labor cost               |
| Major reduction in hours spent refilling or front facing products | ➔ | Improved stock rotation         |

# Components

The **Roller Track™** comes available with everything retailers need for setting up an effective display area. From front fencing to shelf risers, we have what you need in stock:



Overlays

- ◆ Keep product secured
- ◆ Available in various heights
- ◆ Suitable for printed graphics and profile customization
- ◆ Clear acrylic



Frame Shelves

- ◆ Integral shelf frame mounts directly into uprights, minimizing lost vertical space due to angling
- ◆ Shelves available in multiple depths for most major refrigerated and center store fixtures
- ◆ Integral c-channel for price labels
- ◆ Designed at optimum angle for self-facing products



Yogurt Shelves

- ◆ Fits Hussmann and Hill-Phoenix coolers
- ◆ Can be removed for cleaning
- ◆ PivotPoint™ Retainers allows for ease of shopping and stocking
- ◆ Enables merchandising of stacked product of various shapes and sizes
- ◆ Accommodates all package types for side-by-side merchandising

## Increase your category sales in a multitude of store environments

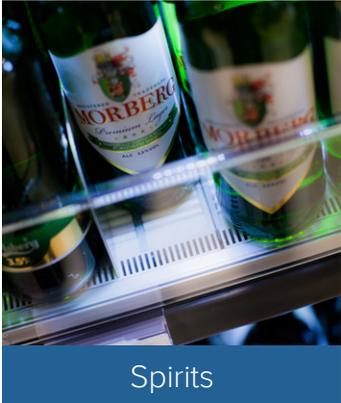
The **Roller Track™** is especially suited to convenience and dairy products, beverages and heavy products as it can be used for a variety of packages with flat bases.



Beverages



Dairy



Spirits



Convenience



easy to  
maintain

Water

PATENT PENDING

# Fast and easy to clean



## 1 MAINTAIN FRESHNESS

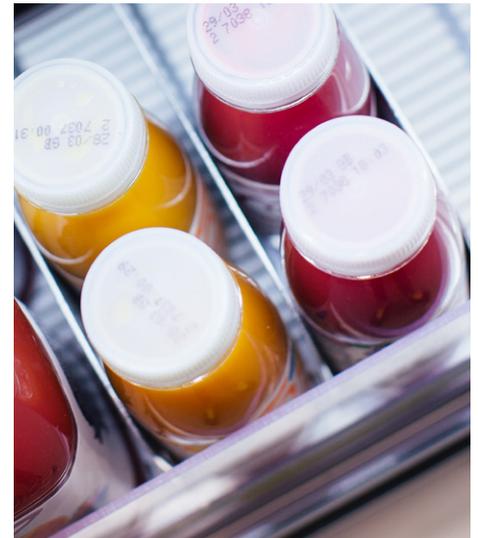
Remove dirt by taking all the products off the roller shelf. Use vacuum cleaner to remove dirt.

## 2 CLEAN SPILLS

Remove spilled drinks, yogurt, dairy products, and alcoholic beverages.

## 3 WIPE DOWN

Use a detergent agent and a clean cloth to wipe the rollers. Dry the roller shelf with a clean, dry cloth.



### \*\*\*DO NOT USE\*\*\*

Gasoline, volatile liquid, sandpapers or abrasive detergent. Not recommended to be washed in dishwasher.



8181 Darrow Road  
Twinsburg, OH 44087

## Roller Track™

### Increase Sales

Keep merchandise visible and accessible

### Preserve Retail Space

Roller Track™ overlays into existing gondola shelves  
but adds little to no rise in shelf height

### Reduce labor costs

Roller Track™ is designed to eliminate front-facing and shelf organization labor. Product stays faced and in line-of-sight for customers.

## Ordering is easy!

Phone **800.422.2547**  
Fax **800.422.2502**  
Web **[www.siffron.com](http://www.siffron.com)**

call toll free in North America  
fax us your purchase order  
buy and find resources online

