

ModoShelf™

Well Merchandiser



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always on

ModoShelf™ Well Merchandiser



Features

- ◆ NSF-listed; ABS plastic removable top deck
- ◆ Dishwasher-safe – fast cleaning!
- ◆ Extendable Rack: 24” – 37” Depth
- ◆ 2 racks/carton
- ◆ Optional accessories:
 - ModoS shelf Dividers and Blocker Panels create customizable bins
 - Front Product Stops (Black wire or clear PETG)

Reduce labor costs associated with cleaning produce coolers

The ModoS shelf™ Well Merchandiser is a truly innovative merchandising rack that is designed to install into the bottom (well) of refrigerated display cases, replacing the need for existing wire racking. This rack features an easily-removable top deck constructed out of ABS plastic, which is dishwasher-safe and can be quickly cleaned and sanitized - no need to completely dismantle planograms. The food-safe deck prevents smaller product and loose debris from falling through, unlike standard wire racking.

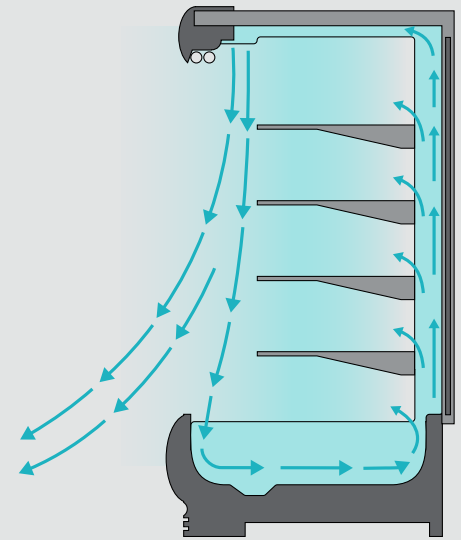
The ModoS shelf™ Well Merchandiser eliminates the need for unsanitary case liners, while still utilizing a surface that reduces bruising. Optional merchandising accessories are available to enhance presentation:

- ModoS shelf Dividers and Blocker Panels snap onto the deck to create customizable bins in the bottom of the display case
- Black wire (comes pre-assembled) or clear PETG front product stops (sits separately in front of rack, on top of mounting pins)

Cooler Efficiency

A key area for efficiency in grocery is the performance of open air coolers. Siffron utilized an independent lab for a variety of tests on ModoShelf and its performance within open-air coolers. Proper airflow is critical and needs to be maintained so that the produce inside the cooler stays at the proper temperature to inhibit bacterial growth.

During these tests, ModoShelf performance was tested against standard, steel shelves and against a similar, modular style shelving system made out of anodized aluminum. The performance seen on the chart below shows the effectiveness of ModoShelf in maintaining temperature within the cooler.



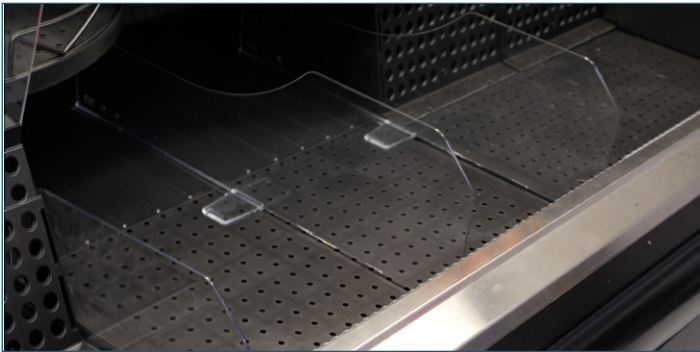
Shelves Tested	Energy Consumption	% Savings
OEM Equipment	44.4 kWh/day	-
OEM Shelves with ModoShelf Well	40.55 kWh/day	8.7%
ModoShelf with ModoShelf Well	39.55 kWh/day	10.9%
24" W ModoShelf	41.96 kWh/day	5.5%
ModoShelf Pods	43.35 kWh/day	2.4%

Save nearly \$1 MM
in energy cost savings
annually in refrigerated
coolers.*

Not only did ModoShelf outperform the other shelving, but it also helped the cooler utilize less energy. Over time, this energy savings alone can be substantial for retailers, along with the satisfaction of knowing that ModoShelf does its part in keeping produce safe.

*The national average for kWhr costs is \$0.23. As an example, a produce section of 48' would save around \$5K a year. A grocery chain/division with about 200 stores of this size converted to ModoShelf would save about \$1MM in energy usage each year.

Dividers



Blockers



Specifications

Item No.	Description	Dimensions	Pack
9925510004	ModoShelf™ Well Merchandiser with mounting pins	24"W x 24"- 37"D	2
9925510034	ModoShelf™ Well Merchandiser with 6"H Wire Fence	24"W x 24"- 37"D with 6"H Fence	2
9924017389	Clear PETG Product Stop	24"L x 6"H	1
9924319911	Tall Well Dividers	24"L x 8"H	10



8181 Darrow Road
Twinsburg, OH 44087

ModoShelf™ Well Merchandiser

Increase Sales

Implement eye catching displays

Complete Customization

A wide array of accessories available

Durability

All items are designed to be disassembled and easy to clean

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Ordering is easy!

Phone **1.800.422.2547**
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