

Roller Mat™

Improve visibility and reduce maintenance



siffron®
always on

20% sales increase!

According to recent reports from AC Nielsen and HUI studies installing Roller Mat™ 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 Mat™

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 Mat™ 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 Mat™ 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 Mat™ 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

Roller Mat™

Well stocked shelves at all times with good stock rotation

Get results with Roller Mat™

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



Roller Mat™ 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 Mat™** 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 Mat™** 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

PATENT PENDING

Fast and easy to clean



PATENT PENDING

1 MAINTAIN FRESHNESS

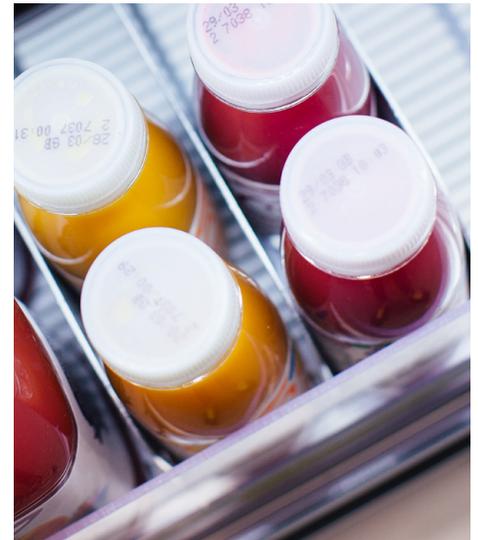
Remove dirt by taking all the products off the roller shelf. Use vacuum cleaner to remove dirt.

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.



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Roller Mat™

Increase Sales

Keep merchandise visible and accessible

Preserve Retail Space

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

Reduce labor costs

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

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Ordering is easy!

Phone **1.800.422.2547**
Fax **815.877.7454**
Web **www.siffron.com**

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

