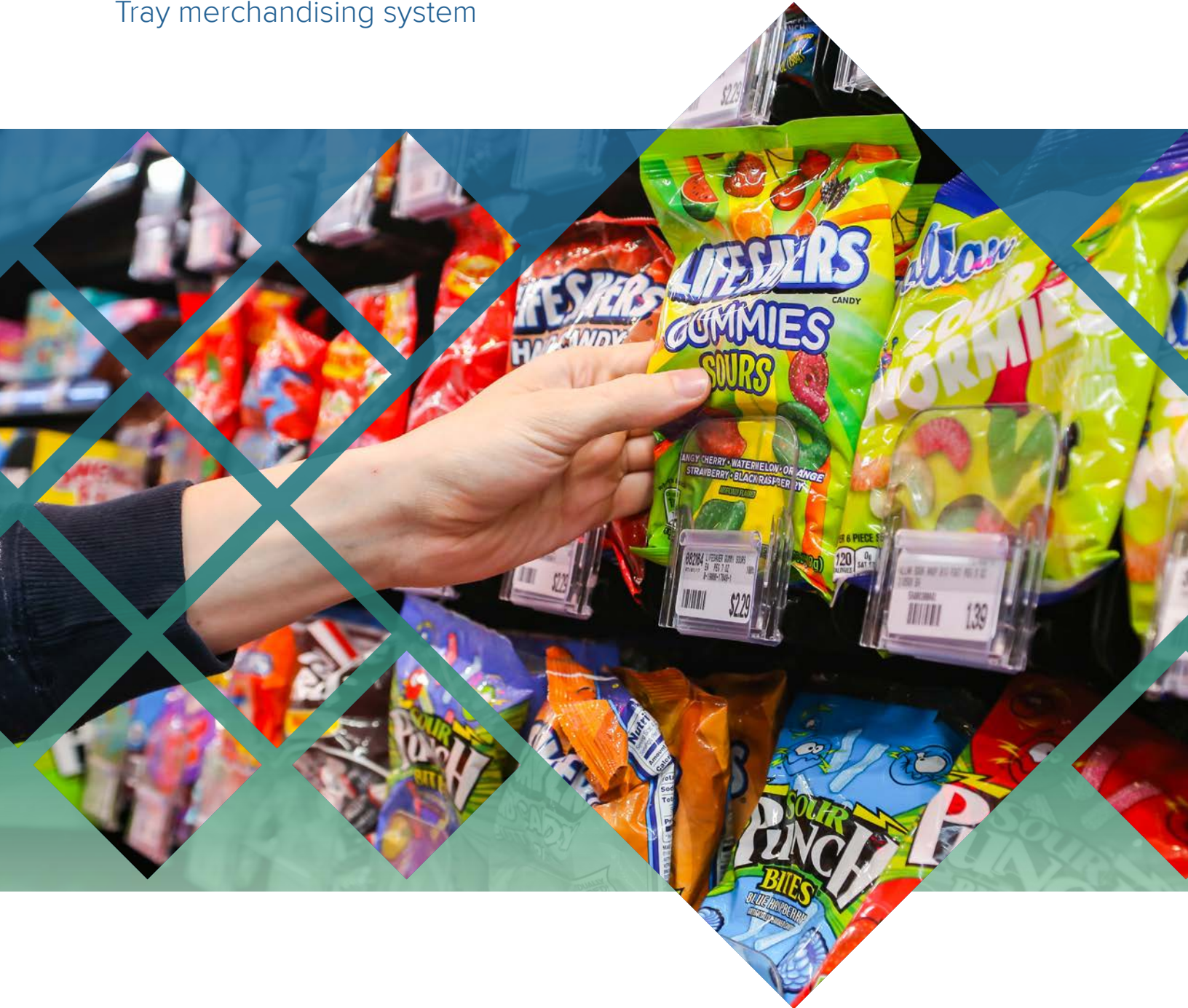


[NEXT]

Tray merchandising system



siffron™
always on



EYE-CATCHING

Maximize the effectiveness of your retail real estate



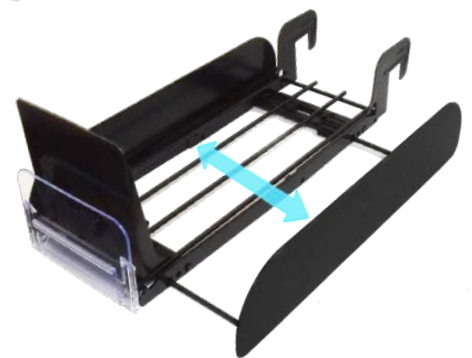
NEXT™

Increase merchandising space and product visibility with the NEXT™ System. The NEXT™ system compacts the retail space and allows more facings in the given space. Additionally, each item is faced and visible to the customer for easy product selection.

By switching to the NEXT™ System, you can eliminate expensive shelving and put more product in its place. Studies have shown that retailers can increase their merchandising space by 30% and more.

The ability to add more merchandise increases the profitability of the retail space. Additionally, customers benefit from a more organized and cohesive layout featuring enhanced product depth and merchandising, which in turn drives increased sales.

The NEXT™ System is fully modular and customizable to handle a wide variety of products and retail environments.



NEXT™ Trays are customizable. Choose between a variety of sides with different functionality. The width of the divider sides is easily adjusted with a simple pull or push.

Benefits



- 1 Standard freezer shelves are expensive and consume valuable merchandising space.
- 2 Category management on shelves is difficult and can result in product spoilage. Product is merchandised in a manner that does not maximize visibility.
- 3 NEXT Trays maximize merchandise space. Total number of facings can increase by as much as 30%, which increases the sales potential per category.
- 4 Each product is maintained and faced with NEXT Trays. Product and packaging are always visible, creating a billboard of merchandise that increases impulse sales.

Benefits (Continued)



INCREASE SALES

1 Increase sales 10-15% through enhanced product appearance. Average ROI of eight months.

INCREASE SPACE

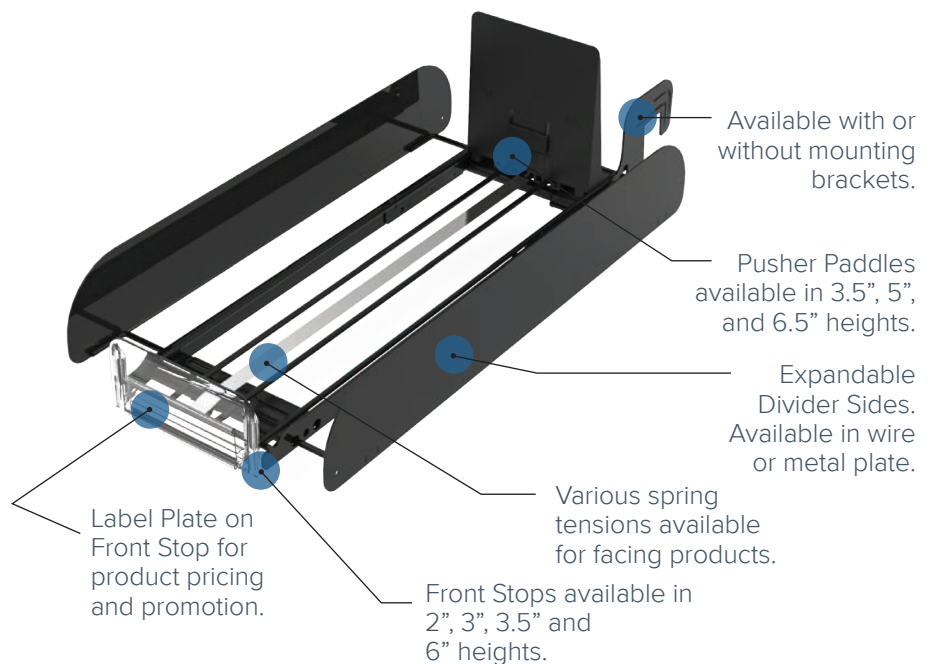
2 Increase the number of facings in a section by as much as 30% by removing shelves and optimizing planograms.

REDUCE LABOR COSTS

3 Upon product removal, each product is faced with spring-loaded action.

Store-wide system benefits

- Increase Sales 10-15% based on industry case study*
- Reduce Fixture Costs
- Minimize Labor Associated with Stocking and Facing
- Reduce Shrink Associated with Spoilage and Theft
- Enhance Inventory Rotation
- Organize Product Appearance
- Grow Categories by 25-30%
- Improve Sustainability



More visibility less waste



Without NEXT™ products appear unorganized and unattractive. It is difficult for the consumer to find what they are looking for and to distinguish between brands.



The NEXT™ System creates “product billboard” - a wall of product that enhances category and brand awareness. This helps provide better rotation for time-sensitive products.

Store-wide system benefits

Placing product in individual trays results in stores maintaining a more organized appearance over time. Each product is faced to the front for easy viewing, and pricing and planogram integrity is maintained.

This enhanced presentation builds customer trust in the retailer's product offering and lessens the burden often associated with shopping.



Boxed Candy

Bagged Candy

Frozen Dinners

Gum & Tall Candy Bars

Bagged Produce

Custom Solutions

The NEXT Tray System is versatile, durable, expandable, and customizable allowing it to work with awkwardly shaped and uniquely packaged products. Nearly every aspect of the tray can be adjusted or customized to create the ultimate product merchandising tool for your space.



Pull-out Shelf



Razor Security Tray



Multi-Tray



Caulk Rack



Grid Trays



Split Trays



1/2" Bar Trays

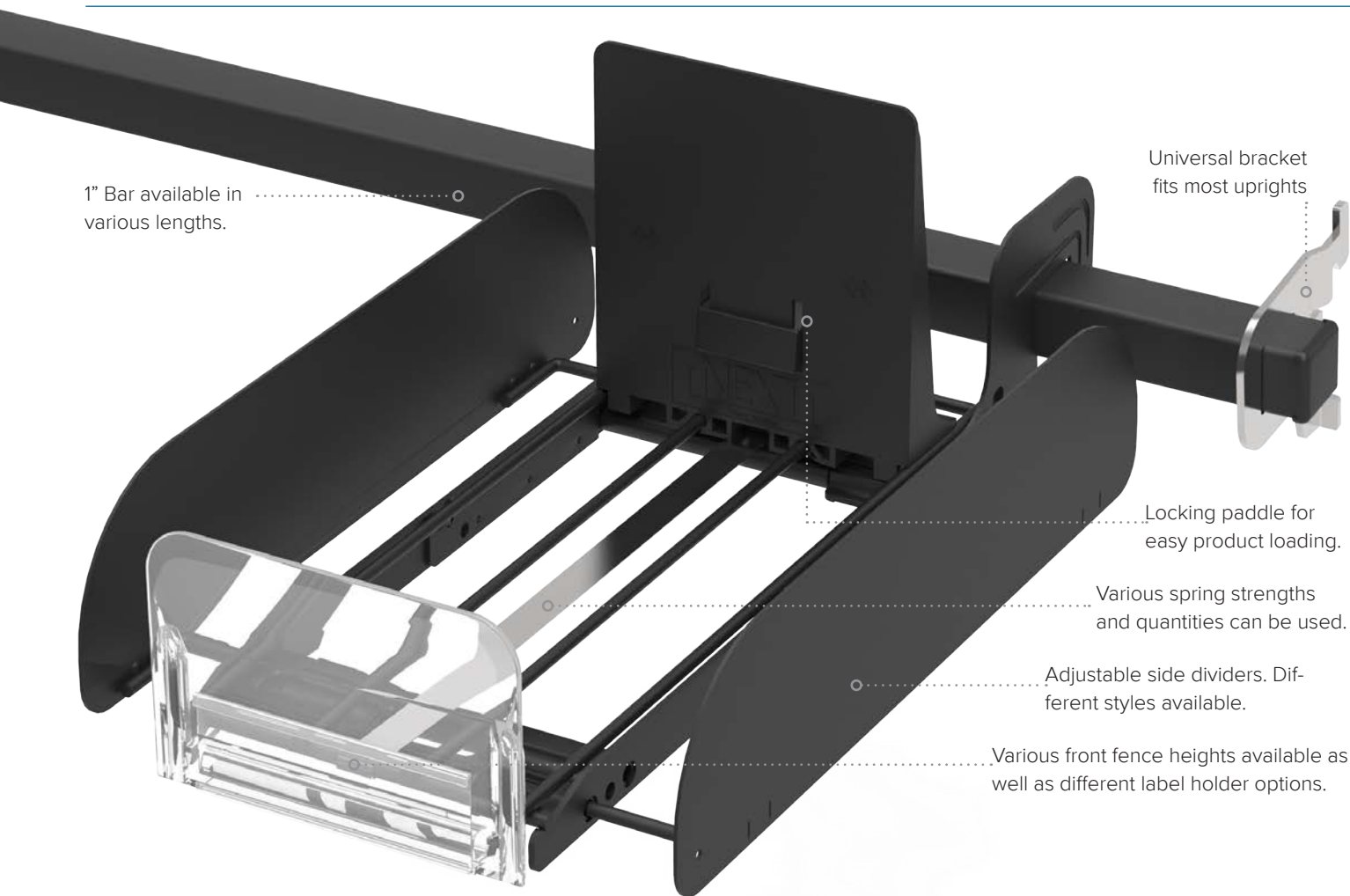


Drop Tray



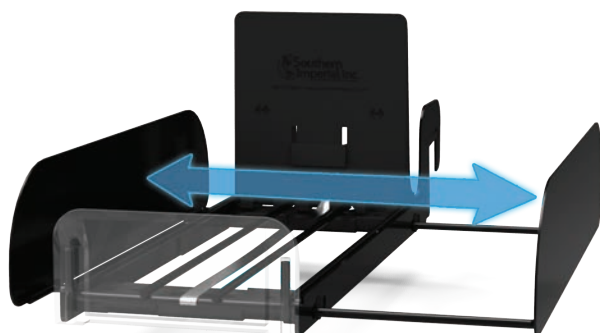
LED Lighting

Bar version



Expandable sides

Divider sides are expandable, holding product from 5.3" W - 12" on the 5" Tray, and 3.3" W - 6.5" W on the 3" Tray.



Paddle locks

Paddle locks at the back of tray allow easy product loading; simply push product into the paddle to release.



Specifications

Metal Side Divider and
Wire Product Support

Wire Side Dividers

Custom Pizza Dividers
with Tall Front Fence



Specifications

- Available in 5" W and 3" W Base Frame.
- 3" Wide Frame is available in 15", 17", 19" and 21" depths and expands from 3.3" - 6.5" widths with dividers.
- 5" Wide Frame is available in 15", 17", 19", 21" and 24" depths and expands from 5.3" - 12" widths, with dividers.
- Various spring tensions available.
- Standard color is black - custom colors available.

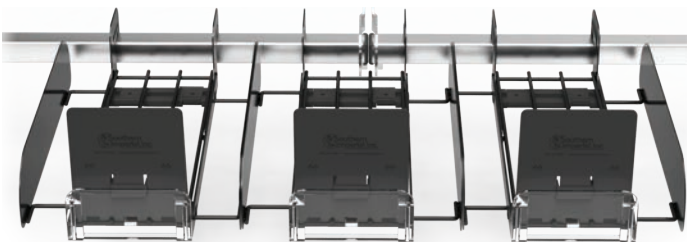
Air Baffles

Air Baffles help control air flow when NEXT™ Trays are used in a refrigerator case. They maintain the air curtain in front of the NEXT™ Trays to keep products at the proper temperature.



Design

Design of tray mount allows trays to span over bars, creating a continuous flow of merchandise.

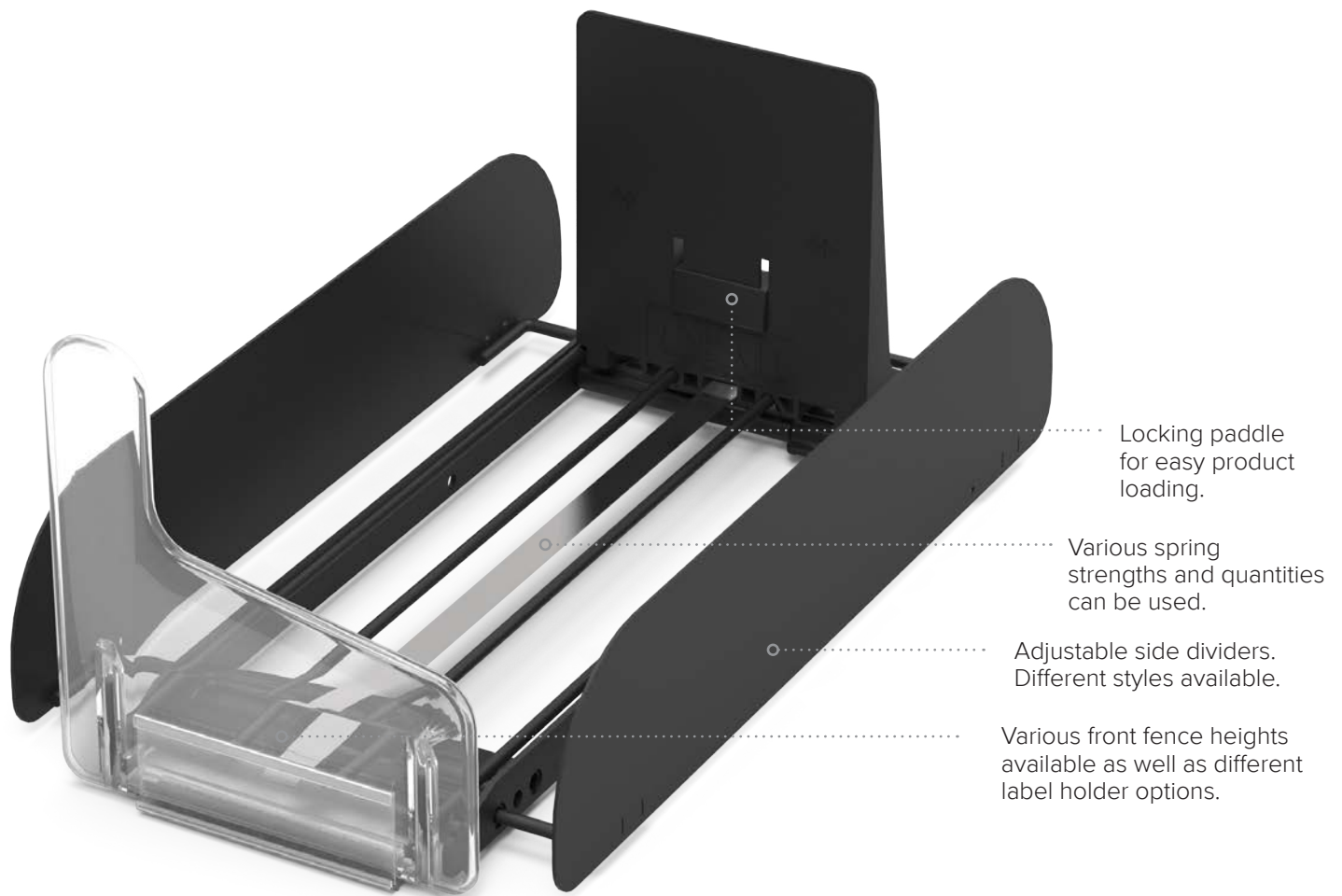


LED lighting

The NEXT LED Light Bar mounts on the bar and rests under the trays to illuminate the product below.

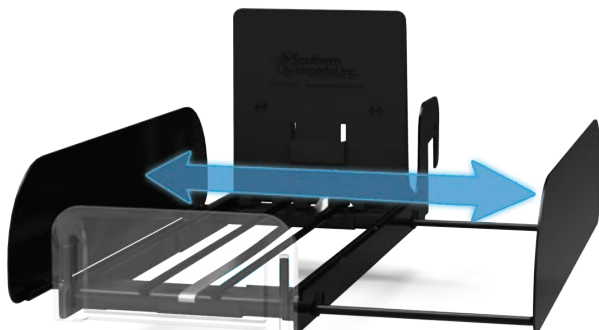


Shelf version



Expandable sides

Divider sides are expandable, holding product from 5.3" W to 12" W on the 5" Tray, and 3.3" W to 6.5" W on the 3" Tray.



Paddle locks

Paddle locks located at the back of the tray allow easy product loading; simply push product into paddle to release.

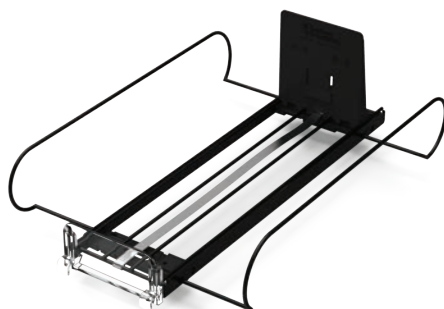


Specifications

Metal Side Divider on
3" W Shelf Tray



Wire Dividers with Front Fence
for Double Wire Shelves



Metal Side Dividers



Specifications

- Available in 5" W and 3" W Base Frame.
- 3"W frame is available in 13", 15", 17" and 19" depths and expands from 3.3" - 6.5" widths with dividers.
- 5" W frame is available in 13", 15", 17", 19" and 22" depths and expands from 5.3" - 12" widths with divider.
- Various spring tensions available.
- Standard black and custom colors available.

Design

Special front fence design allows for mounting onto double-wire shelves, keeping the tray to the front of the shelf.



FLEXIBILITY



Case Study

siffron worked with a major grocery chain to quantify the benefits of using the NEXT™ System. The following summarizes the reorganization of shelf-space usage and the resulting space optimization.

- We quantified the effectiveness of facing products with the NEXT® Merchandising Trays versus traditional shelving methods.
- We manipulated product placement to facilitate product pack-out or to increase in the number of SKUs in each product category.
- Increases were easily achieved by moving fully stocked trays rather than unloading and reloading product.



Download the white paper at www.nextmerchandising.com

Case Study

Planogram/SKU	Original Number of Facings	Facings with NEXT™ Trays	% Change in Pack-out	Estimated Increased Sales Potential	
Frozen Potatoes	59	79	33.9%	Median Store Size (Square Feet)	46,000
Private Label Potatoes	62	85	37.1%	Average SKU's per store	38,718
Frozen Meals	221	332	50.2%	Square Feet per SKU	1.19
Frozen Vegetables	209	247	18.2%		
Hot Pockets	81	120	48.1%	Median Weekly Sales Per Supermarket	\$384,911
TGIF & Snacks	58	59	1.7%	Median Annual Sales Per Supermarket	\$20,015,372
Mexican Dairy	28	38	35.7%		
Candy	190	210	10.5%	Average Annual Sales per SKU	\$516.95
Frozen Biscuits	0	34	*	NEXT® Facing Increase	296 SKUs
Totals	908	1204	32.6%	Annual Sales Potential	\$153,017

Increase based upon number of facings gained and annual sales estimates per SKU.

Source: "Supermarket Facts - Industrial Overview 2011-2012" • <http://www.fmi.org/research-resources/supermarket-facts>



8181 Darrow Road
Twinsburg, OH 44087

NEXT™

Increase sales

Increase sales 10-15% through enhanced product appearance. Average ROI of eight months.

Increase merchandising space

Increase the number of facings in a section by as much as 25% by removing shelves and optimizing planograms.

Reduce labor costs

Upon product removal, each product is faced with spring-loaded action.

Find more information at www.nextmerchandising.com

Ordering is easy!

Phone **800.422.2547**
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