

# ModoShelf™

## Well Merchandiser



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always on

# ModoShelf™ Well Merchandiser



ModoSHELF™ tiles are infused with Microban® antimicrobial product protection to combat against odor and stain-causing bacteria and mold. This ensures ModoSHELF stays cleaner between routine maintenance efforts.

## Features

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

## Reduce labor costs associated with cleaning produce coolers

The ModoSHELF™ 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.

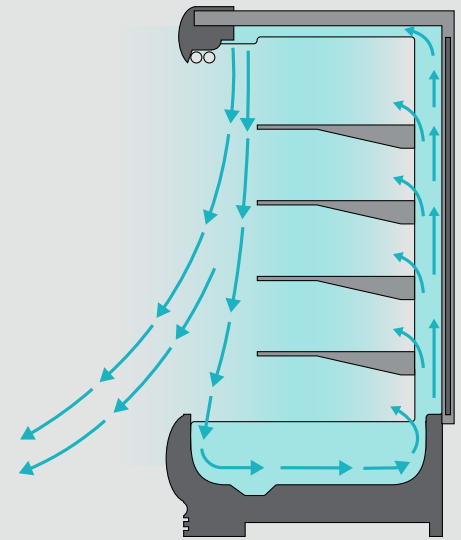
The ModoSHELF™ Well Merchandiser eliminates the need for unsanitary case liners, while still utilizing a surface that reduces bruising. Optional merchandising accessories are available to enhance presentation:

- ModoSHELF 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. Siffon 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.



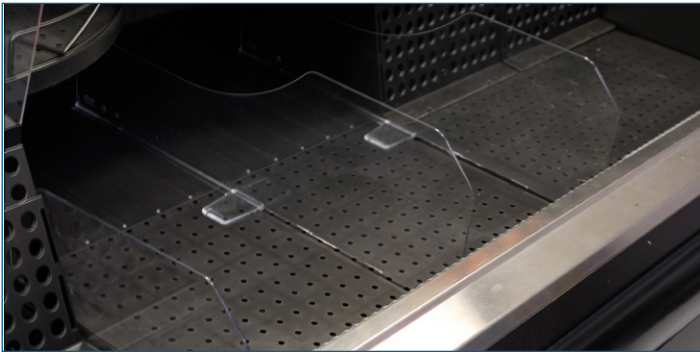
Shelves Tested	Energy Consumption	% Savings
OEM Equipment	44.4 kWh/day	-
OEM Shelves with ModoShelf Well	40.55 kWh/day	8.7%
<b>ModoShelf with ModoShelf Well</b>	<b>39.55 kWh/day</b>	<b>10.9%</b>
24" W ModoShelf	41.96 kWh/day	5.5%
ModoShelf Pods	43.35 kWh/day	2.4%

**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



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## 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

Microban® antimicrobial product protection is limited to the product itself and is not designed to protect the users of these products from disease causing microorganisms, food borne illnesses, or as a substitute for normal cleaning and hygiene practices. Microban International, Ltd. makes neither direct nor implied health claims for the products containing Microban® antimicrobial product protection. Data, photomicrographs and information presented are based on standard laboratory tests and are provided for comparative purposes to substantiate antimicrobial activity for non-public health uses. Microban® is a registered trademark of Microban Products Company.

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## Ordering is easy!

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fax us your purchase order  
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