# Roller Mat™

Improve visibility and reduce maintenance

![siffron logo]

**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 solution 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 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, spices, and convenience items
- Can be used in front- and rear-loading coolers

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

# 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 store-ready solution that installs directly onto existing gondola or cooler shelves—or replaces them entirely. Its roller-fed design ensures effortless stock rotation, whether restocking from the front or back. Available as individual tracks, assembled mats, or complete frames, Roller Mat™ is easy to transport and quick to install. Integrated risers create an angled surface, keeping products naturally front-faced and always within reach.
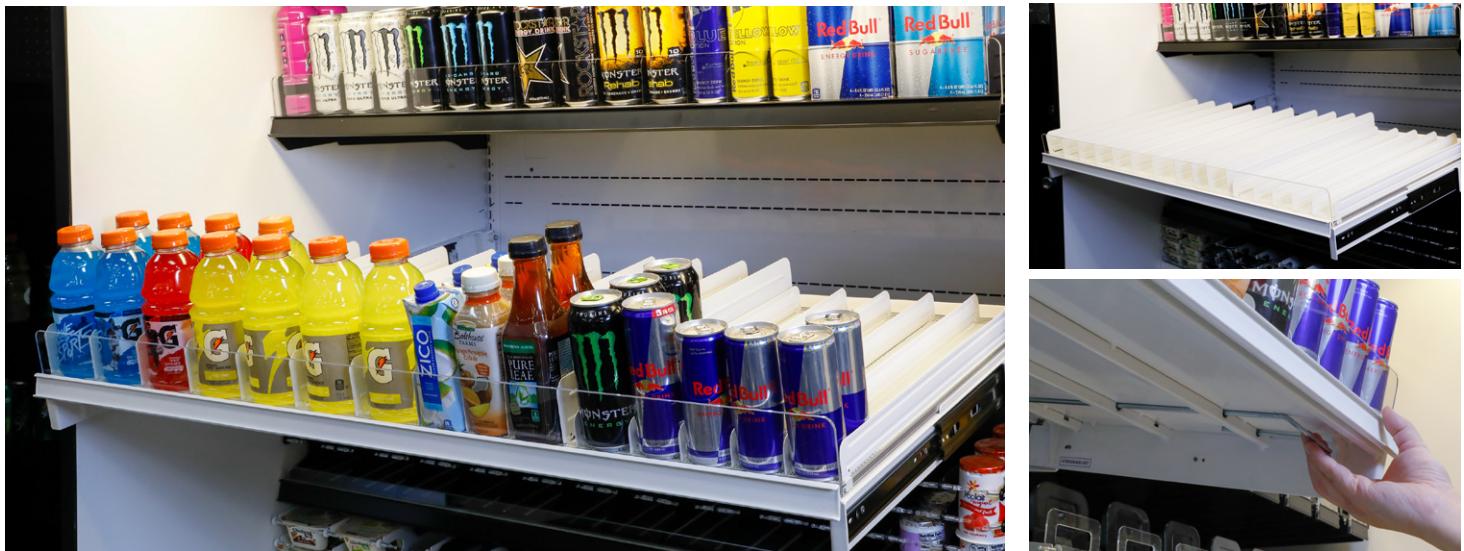
**A proven track record...**

- 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 |

# Roller Mat™ Pullout Shelf



Reduce safety risks, organize merchandise, and improve stock rotation in store categories for grocery and convenience stores using Roller Mat™ – Pullout Shelf. Standard shelving and display fixtures require multiple labor intensive shelf resets. Roller Mat™ Pullout uses a unique frame design that allows for a smooth actuation using a double handle system for easy release when extending the shelf.

- ◆ Shelf extends out using an easy two-handed release system
- ◆ 18" extension makes it easier to load product
- ◆ Perfect for first in, first out merchandising
- ◆ Shelves available in multiple depths for most major refrigerated and center store fixtures
- ◆ Integrated c-channel for price labels
- ◆ Designed at optimum angle for self-facing products

## 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

# Components

The **Roller Mat**™ comes available with everything retailers need for setting up an effective display area. From front lenses to dividers and shelf risers we have what you need to merchandise your products.



**Front Lenses**

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



**Roller Mat Frames**

- Frames with mats mount directly into gondola or cooler 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 allow 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

## Fast and Easy to Clean

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

### CLEAN SPILLS
Remove spilled drinks, yogurt, dairy products, and alcoholic beverages.

### 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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# Product Listing

## Roller Mats

| Item# | Description | Dimensions | Finish | Pack |
|---|---|---|---|---|
| 4707652648 | Roller Mat | 25.97" W x 47.83" D | White | 1 |
| 4707632836 | Roller Mat | 27.28" W x 47.83" D | White | 1 |
| 4707592926 | Roller Mat | 28.5" W x 26" D | Black | 1 |
| 4707592936 | Roller Mat | 28.5" W x 35.5" D | Black | 1 |
| 4707673622 | Roller Mat | 36" W x 22" D | Black | 1 |
| 4707694814 | Roller Mat | 48" W x 14" D | Black | 1 |
| 4707694816 | Roller Mat | 48" W x 16" D | Black | 1 |
| 4707694818 | Roller Mat | 48" W x 18" D | Black | 1 |
| 4707694821 | Roller Mat | 48" W x 20" D | Black | 1 |
| 4707694823 | Roller Mat | 48" W x 22" D | Black | 1 |
| 4707694824 | Roller Mat | 48" W x 24" H | Black | 1 |
| 4707694828 | Roller Mat | 48" W x 28" H | Black | 1 |

## Roller Mat Pullout Shelf

| Item# | Description | Dimensions | Finish | Pack |
|---|---|---|---|---|
| 4709300400 | Roller Mat™ Pull-Out Floating Frame (HP/Hussman Coolers) | 48"W x 23.5"D x 6.9"H | White | 1 |
| 4709300401 | Roller Mat™ Pull-Out Floating Frame (HP/Hussman Coolers) | 48"W x 23.5"D x 6.9"H | Black | 1 |
| 4709300121 | Roller Mat™ Pull-Out Fixed Frame (Lozier/Madix) | 48"W x 20.2"D x 5.5"H | Black | 1 |
| 4709300122 | Roller Mat™ Pull-Out Fixed Frame (Lozier/Madix) | 48"W x 22"D x 5.5"H | Black | 1 |
| 4709300123 | Roller Mat™ Pull-Out Fixed Frame (Lozier/Madix) | 48"W x 23.9"D x 5.5"H | Black | 1 |
| 4709300124 | Roller Mat™ Pull-Out Fixed Frame (Lozier/Madix) | 48"W x 25.6"D x 5.5"H | Black | 1 |

## Beverage Accessories

| Item# | Description | Dimensions | Finish | Pack |
|---|---|---|---|---|
| 4709542200 | Mat Rail Divider | 2.75" H x 22" D | Black | xx |
| 4709603600 | Mat Rail Divider (Reinforced) | 2.75" H x 35.5" D | Black | xx |
| 4709702900 | Mat Rail Rear Fence | 28.5" W x 2.75" H | Black | xx |
| 4709723600 | Mat Divider | 2.75" H x 35.5" D | Black | xx |
| 4709842803 | Mat Front Lens | 28.5" W x 3" H | Clear | 1 |
| 4709842804 | Mat Front Lens | 28.5" W x 4" H | Clear | 1 |

# 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.

2025.12.01

## Ordering is easy!

| | | |
|------|-----------------|----------------------------|
| Phone | **1.800.422.2547** | call toll free in North America |
| Fax | **815.877.7454** | fax us your purchase order |
| Web | **www.siffron.com** | buy and find resources online |

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