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Microban International and siffron Partner to Deliver an Innovative Shelving Solution for Retailers

The innovative ModoShelf™ shelving system now features Microban® built-in antimicrobial technology.

Microban International, the leader in antimicrobial solutions, has partnered with siffron®, the leader in the retail display and loss prevention industry, to incorporate Microban's advanced antimicrobial technology into their ModoShelf™ shelves, designed to be easy to clean and cost-effective.

ModoShelf is an innovative, modular shelving system designed to tackle retail challenges with functionality, cleanliness, and efficiency. Its lightweight, customizable design enhances product displays while optimizing merchandising space. The system can be easily assembled by one person, and its tile construction allows quick disassembly for effortless cleaning, making it ideal for fresh areas.

"At siffron, innovation and efficiency are at the core of everything we do," said Robb Northrup, Director of Marketing and Communications at siffron. "Our collaboration with Microban, a trusted leader in antimicrobial technology, strengthens our commitment to smart retail solutions by enhancing ModoShelf with antimicrobial protection, helping shelving surfaces stay cleaner with less maintenance."

Microban's built-in technology provides 24/7 surface protection against bacteria, mold and mildew, providing superior surface cleanliness and extended product lifetime. The incorporation of antimicrobial technology in ModoShelf supports ongoing cleaning efforts by making shelving surfaces easier to maintain, reducing the time and labor needed for frequent cleaning and upkeep.

For more information on ModoShelf, visit siffron.com.

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About siffron

For over 60 years, siffron has been a leader in the retail display and loss prevention industry, providing solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. These products include custom product displays; merchandising and loss prevention systems; label, sign and literature holders; product merchandisers; and display components, as well as fresh area merchandising products, supplies and backroom organization solutions. siffron offers start-to-

finish solution delivery, including consultation, design, prototyping, production, fulfillment and purchase consolidation.

About Microban International

Part of Barr Brands International, Microban International is home to the most trusted and well-known global brands in the antimicrobial, odor control and sanitization/disinfection markets: Microban® and Ultra-Fresh®. Our organization has experienced over 100 collective years of growth and has revolutionized the industry. As the global leader, our proactive systems keep products cleaner and control odors better by preventing problems before they start. Microban International drives innovation by combining science and creative solutions that enhance high-quality consumer, textile, industrial and medical products worldwide. Today, the Microban and Ultra-Fresh brands and our technologies are featured on thousands of products worldwide. The company is headquartered in North Carolina and operates in North America, Europe and Asia-Pacific. For more information, please visit www.microban.com.