F-I-F-O

v./ (First-In, First-Out)

- The process of rotating fresh merchandise in-store to ensure the most recent date is displayed first.
- This helps reduce the waste of back product rotation and increases the satisfaction of happy customers with the freshest, cold product in hand.

- Results in:
  - Reduced labor costs
  - Reduced waste due to becoming out of date
  - Reduced energy consumption
  - Enhanced customer experience
  - Increased sales
  - Return on your investment

Also see - "Revolutionizing Merchandising"
Reducing operational costs while increasing sales is on top of every retailer's priority list. Reducing waste is important to all of us. Clever shelf solutions play a key role in addressing both of these challenges!
Revolutionizing Merchandising

The Marco Company (Fort Worth TX) entered into a joint venture with EasyFill AB (Bräcke Sweden) in 2016 to create EasyFill America as the manufacturing & sales partner to handle the growth of EasyFill product sales across North & South America. EasyFill AB has been at work since 2005 developing the family of EasyFill clever shelving system beginning with our anchor product called the RotoShelf.

We are a development company that has innovation close to our hearts. Today the company has a product base of six patented products that reduce the time-consuming refilling and fronting of store and cooling shelves to a minimum. Our solid experience in the industry is a safeguard and quality guarantee and our well-established cooperation with leading customers across the grocery, convenience, retail, beverage, and refrigeration industry is to be considered a stamp of approval from the worldwide market.

Breaking new ground is never easy. If you are looking for innovative solutions that will increase your sales, save you time in stocking with a reduced operating cost and minimize product shrink, then you are in the right place.

Our patented & easy “First In – First Out” solutions are revolutionizing the industry as well as making sure the products on the shelves are always displayed in the best position – fronted!
What is the RotoShelf? -
RotoShelf is a patented solution for easy product management and improved efficiency when refilling products. The solution works through a rotating movement. The entire section rotates 180 and the back of all shelves are available at the same time for stocking products. The gravity feed shelves ensures the automatic fronting of product.

RotoShelf Shelves
Angled plastic shelves with built-in gliding surface keeps product moving forward. Optional roller tracks available. Standard RotoShelf comes with 4 shelves, 8 dividers per shelf and 1 front guard and 1 price tag strip per shelf. Additional shelves and dividers sold separately.

RotoShelf Unit Styles -
Multi-deck Cooler -
Fits in standard multi-deck cases. Remove standard shelves and replace with RotoShelf components to improve the clean presentation of product and the ease and speed of filling.

Cold Front Cooler -
Fits in standard cold room and cold box environments. Available in multiple size variations depending on cooler size.

Beverage Cabinet -
Fits in a variety of existing beverage cases and can be installed into retrofit units or turnkey installed directly from the manufacturer’s floor.
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Applications:
Milk, Yogurt, Juices and Beverages

Markets:
Grocery & Convenience

• Works with or without doors
• Flexible individual shelf configuration
• Available for standard section width
• Retrofit version and OEM version available

Features & Benefits
Multideck Style RotoShelf Series
**What is the TurnLoader? -**
The TurnLoader’s new patented spinning solution allows for the shelf to move forward & backwards while rotating. This allows for more product range of service with the ability to spin customized shelf sizes in both width & depth. Add to this the new Free Adjustable frame for easier shelf adjustments and this product will become a game changing element within your store environment allowing for all of the same features as the RotoShelf with added product coverage capabilities!

**Advantages of the Turnloader -**
- Flexible & adjustable shelving setup that is highly suitable for almost all products in the store
- Now possible for FIFO refilling even when stacking products!
- Adjustable angles on shelving at (0-4-8-12 degrees)
- Adjustable widths & depths on shelving to fit more sections of the store

**Store Applications -**
**TurnLoader Multideck** –
Installation into 30”, 3’ & 4’ wide multideck shelving sections

**TurnLoader ColdFront** –
Installed into walk-in and self-contained front load coolers behind doors

**TurnLoader Ambient** –
Installation into existing or fully turnkey ambient air gondola sections for the middle of the store
TurnLoader Series

Works with or without doors
Flexible individual shelf configuration
Available for standard section width
Retrofit version and OEM version available

Applications:
Milk, Yogurt, Juices and Beverages

Markets:
Grocery & Convenience

TurnLoader Series
The patented function -
Swing the whole section out, much like a door, to access the back of the shelves for refilling. A fast and easy First In – First Out solution has obvious advantages:
- Always First In – First Out
  Less waste caused by out-of-date products
  Less handling of products
  = Reduced costs
- Always fronted products
  Better product display and less labor needed
  = Increased customer satisfaction and sales
- Access 100% of the shelf space
  Better shelf management
  = Improved product supply chain

No extra floor space needed for filling! -
Fill the shelves without blocking the shelves for the customer. This means that filling is possible during the daytime without interfering with customers shopping at the same time.

Clean behind the shelves -
Swinging the section out allows access for cleaning the floor beneath and behind the unit.

Store Applications -
We offer a Cold Room and Ambient option!
Applications:
- Milk, Yogurt, Juices and Beverages

Markets:
- Grocery & Convenience

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• Works with or without doors
• Flexible individual shelf configuration
• Available for standard section width
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Features & Benefits

Ambient SwingOut Shelving Units
What is the MaxLoad? -
The MaxLoad is the first beverage cabinet that was tailor made to perfectly fit the RotoShelf merchandizing solution. The goal is simplicity, ease of use & turnkey setup with this accomplishing all 3. The unit was re-engi-neered for cooling capabilities to add additional shelf product pack out. This product series will truly be a game changer once it’s implemented in your store & will dramatically improve the timing needed for the cooler to be stocked & remove your need to maintain rotation of your shelves.

Advantages of the MaxLoad -
• Re-engineered to accept 6(+) shelves rather than the standard 5
• Extra facings across the front with customized cooler size
• Corner cooling
• Turnkey setup with RotoShelf pre-installed. Plug & play!
• Multiple shelf arrangements available with universal shelves or TopSlider options

Current Available Sizes:
ML900 – 35.6”W x 28.8”D x 79.3”H
ML700 – 28.9”W x 25.8”D x 79.3”H
ML705 – 29”W x 25.625”D x 69.375”H
**Additional sizes coming soon

Do You Have Other Existing Cabinet Solutions in Your Store?
Do you have a beverage cabinet that you pur-chased through another cabinet manufacturer or does your regional bottler control the stock-ing of your existing beverage cabinets, yet you still want the RotoShelf in your cabinet for the benefits it provides? Don’t worry!

We work with a variety of OEM manufacturers & bottlers and can easily provide both retrofit options & OEM installed factory solutions for your existing cabinets and will work with you to ensure our RotoShelf system can make it into your store’s beverage cabinets.
Applications: Milk, Yogurt, Juices and Beverages

Markets: Grocery & Convenience

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• Works with or without doors
• Flexible individual shelf configuration
• Available for standard section width
• Retrofit version and OEM version available

Features & Benefits

MaxLoad Cabinet
What is the TopShelf? -
The TopShelf was created specifically for sections that are harder to reach or harder to merchandize. Are the top rows of your gondolas tough to re-stock without a ladder or hard for customers to shop from without climbing on your gondolas? How about the need to merchandize larger multipack items like beer that do not fit as well on the RotoShelf section of your multideck? Then this is the solution for your store to fix those problems!

Standard TopShelf includes -
1 - Base Shelf
1 - PTM - Price Tag Mold Strip
1 - 3" High Clear Front Guard
2 - Sections of Grates
13 - 2" High Dividers

Accessories -
Available accessories include additional Clear Front Guards, Roller Tacks and Shelf-Sled Product Pushers.

Available TopShelf Sizes Include -
16", 18", 20" and 22" Deep Units ready to fit on 48" wide shelves.

Store Applications -
Multideck –
Great for merchandizing larger items such as beer
Gondola shelving –
Tailored solution for the top shelf that is difficult for the employee or customer to reach

22" Deep TopShelf units

In Action!
Applications:

Markets:

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TopShelf