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LM TAGS™ NOW AVAILABLE WITH SONR™ FOR AN EXTRA LEVEL OF PRODUCT PROTECTION

TWINSBURG, Ohio (June 5, 2018) – siffron is proud to introduce the new LM Tag™ with SONR™ integration. LM Tags™ are a proven solution to deter retail theft utilizing both light and motion sensors to detect when a product is in motion or concealed. It is the only device on the market that alarms at the point of concealment, alerting you before product walks out the door.

To provide an extra level of protection against theft, LM Tags™ are now available to integrate with SONR™ system capabilities that provide remote notification up to 25 feet away. LM Tags™ interface with the SONR™ Echo Box to relay product alarm notification to the Echo Box - increasing awareness and response times. The SONR / Echo Box notification can provide additional alerts to store staff or trigger existing store systems like video surveillance or communication devices.

“We are excited about the opportunities that this feature adds to the LM Tag,” States Brent Ewing, V.P. of Product Development. “Adding additional layers of security while keeping the form factor and utilization so simple is a game changer. The fact that merchandise is secure but still accessible is a perfect combination for retailers to reduce theft and increase sales.”

With dimensions of 1.5” W x 1.5” H x .58” D, the LM Tag’s size and flexibility are key to its design, making it appropriate for a wide variety of products and packaging types, including small and mid-size products. The LM Tag™ with SONR™ is easy to attach and will not damage or distract from brand packaging.

About siffron

siffron leads the industry in providing solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. These products include 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.

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For more information, call toll-free (800) 422-2547 or visit www.intelligentlossprevention.com