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### **siffron Brightens Up Retail Shelves with New Allura™ Bump Light**

TWINSBURG, Ohio (March 26, 2019) – siffron™, a leader in retail merchandising, recently introduced the Allura™ Bump Light, a new LED display solution for product or in-store promotions at facing level.

The Allura Bump Light uses motion and vibration to trigger when customers are present and lies dormant when foot traffic is low - ensuring long-lasting operation and effective communication from retailers to customers.

Versatile and easy to install, the Allura Bump Light can mount on display hooks, shelves or shelf edges to provide eye-catching signs where space is limited. A variety of mounting brackets -- such as adhesive, magnetic, display hook, or in-price channel -- are available to install the Bump Light on most retail fixtures. The Bump Light's backlit material is ideal to maximize the visual appearance of the illuminated sign with a viewable area of roughly 4" wide by 2.7" high when installed.

Available in wireless vibration only or vibration/motion (requires power cord) versions, the Allura Bump Light is the perfect solution to drawing customer attention to products or specific store promotions.

### **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.

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