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**SIFFRON WELCOMES NEW BUSINESS DEVELOPMENT MANAGER FOR LOSS  
PREVENTION**

TWINSBURG, Ohio (June 7, 2022) – We are pleased to announce the addition of Jim Brodzik to the siffron team as Business Development Manager, Loss Prevention. Siffron has seen tremendous success with its Loss Prevention solutions over the past decade. Jim will lead business development efforts in further support of siffron’s expanding Loss Prevention business unit.

“Adding Jim to our team is an essential building block to our loss prevention efforts,” states Vice President of Product Development, Brent Ewing. “Retailers continue to lean heavily on siffron’s solutions for loss prevention and shrink mitigation, and Jim’s expertise will help deliver enhanced service for mission-critical loss prevention, inventory merchandising, operational efficiency, and consumer engagement solutions. Our overall goal is to help retailers enhance their overall profitability.”

Jim comes to siffron with over two decades of experience and expertise in the loss prevention and asset protection field. He has specialized in creating win-win, merchandising, shrink mitigation and operational excellence solutions for the retail marketplace, and has been a leader of multiple global market development initiatives. He is an active industry leader, holder of six global patents, and has been a frequent contributor and speaker to RVCF, EPC Global, and RFID Journal.

**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.

For more information, call (800) 422-2547 or visit [www.siffron.com](http://www.siffron.com)

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