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## **siffron Keeps Merchandise Safe, Secure and Accessible with New Loop Tag Alarm**

TWINSBURG, Ohio (March 26, 2019) – siffron™, a leader in retail merchandising and loss prevention, recently introduced a new, versatile, and open system security tag, Loop Tag Alarm. The Loop Tag Alarm is an all-in-one EAS gate sensor solution that is easy to set up and is equipped with a tether to strap on to merchandise. The Loop Tag Alarm securely safeguards merchandise from potential offenders while keeping it accessible for honest customers.

Versatile and easy-to-use, the Loop Tag can be used to protect a wide variety of store merchandise. Once installed, any attempt to remove the Loop Tag Alarm or take the product out of the store will cause the device to alarm. Secondary security cables can provide additional protection for displayed or multi-component items.

Because items set up for in-store promotions are a frequent targets for potential shoplifters, the Loop Tag Alarm eliminates possible theft by securely attaching to the displayed merchandise while keeping it accessible for legitimate shoppers. The Loop Tag Alarm excels at protecting items such as handheld home appliances, electronic devices, and bicycles.

The Loop Tag Alarm is available in 2-alarm and 3-alarm versions, as well as AM and RF frequencies.

### **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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