



CONTACT: Robb Northrup  
Director of Marketing & Communications  
siffron™  
(800) 422-2547 | [www.siffron.com](http://www.siffron.com)

### **siffron Opens New Distribution Center in Loves Park Illinois**

TWINSBURG, Ohio (March 15, 2020) - siffron's new distribution center is now officially open! The new building will allow siffron to consolidate various Rockford, Illinois-area locations that are currently being used for distribution and warehousing and better position siffron to provide innovative retail solutions to our customers.

Located in The Business Park at Spring Creek Lakes in Loves Park, Illinois, the building is situated on 27.5 acres and features 32' clear height, 30 dock doors (expandable to 62), two drive-in doors and abundant car and trailer parking. The building can be expanded by 180,950 ft<sup>2</sup> to meet siffron's potential growth needs. In addition, the property includes 50' x 50' column spacing with 60' loading bays, ESFR sprinkler system and LED lighting with motion sensors. Construction commenced in June this year and was completed last week.

The new building will be an intricate component to siffron's operations in the Rockford area. The new facility provides a modern, highly efficient storage and distribution platform for product that is manufactured and assembled at the company's local manufacturing facility located nearby at 1400 Eddy Avenue in Rockford.

"The new Loves Park facility will vastly improve siffron's ability to service our customer base and allow for several efficiency gains by consolidating the current Rockford-area distribution sites into a single location," states Glenn Bruce, siffron's Vice President, Distribution and Logistics. "The distribution center investment will improve the company's overall responsiveness to customer demands, and free up space at our Rockford manufacturing facility for more machinery and increased manufacturing capacity."

#### **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.

###