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### **siffron Introduces Streamlined Next-Generation Turtle 2.0 Security Tag**

TWINSBURG, Ohio (March 15, 2019) - siffron™, a leader in retail merchandising and loss prevention, recently launched its next-generation security product, the Turtle 2.0 EAS Security Tag.

Building on siffron's original Turtle solution, Turtle 2.0 combines the securing of boxed retail products along with EAS gate functionality. By limiting false alarms from loose strapping, Turtle 2.0 provides improved sensitivity, streamlined installation, and greater protection from potential offenders.

The modified design of Turtle 2.0 features 3-alarm functionality and provides next-level loss prevention for retail merchandise. The first alarm prevents potential offenders from manipulating or removing Turtle 2.0 from a package. The second alarm will activate if offenders pass through EAS gates. Finally, the third alarm functions using an AM or RF antenna to signal the Turtle 2.0 security tag to alarm.

Ideal for packaged items and product displays, Turtle 2.0 security tags are an effective deterrent against theft while keeping items browsable and shoppable for honest customers. The Turtle 2.0's sleek new design fits more securely to packaged items and protective strapping - making it virtually impossible to remove without the proper detacher.

### **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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