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siffron appoints new President and CEO

TWINSBURG, Ohio – siffron is pleased to announce that Mr. Fabrizio Valentini has been appointed President and CEO of siffron, effective immediately.

Fabrizio is a senior executive with extensive experience in global business transformation, leading highly successful international businesses, implementing game-changing strategies and managing complex acquisitions and integrations.

“I am truly excited to join such an amazing, growing company and continue to build on the great history that siffron has and drive industry-leading value to our customers,” states President and CEO Fabrizio Valentini.

Mr. Valentini’s history includes, most recently, a position with The Marmon Group, a Berkshire Hathaway company, where he held many leadership roles, culminating with President, Marmon Retail Technology. He also spent many years with ITW (Illinois Tool Works), Inc., eventually holding the position of Group President, ITW Appliance Components, in Turin, where he had global responsibility for all components dedicated to OEM customers.

Mr. Valentini will be based out of the Twinsburg, OH location and will split his time across each siffron US location.

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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