



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

siffron Increases Capital Investment to Expand Manufacturing Capacity

TWINSBURG, Ohio – The siffron™ board of directors recently approved an additional \$760,000 capital investment program for its Rockford, Illinois manufacturing facility. This investment comes on the heels of the 2018 \$2.5M capital expansion program in Rockford previously announced and is the direct result of the company’s commitment to developing its world-class manufacturing operations further, both domestically and abroad.

The investment includes two wire CNC machines with a robot packing module. The time-saving CNC machines expand the company’s range of capabilities and lower operating costs by 40 percent. Moreover, siffron is investing in additional capabilities to the company’s existing line-up of automated wire mesh welders. These upgrades will make siffron more competitive in this product category by reducing cycle time by 30 percent and decreasing changeover time by 60 to 80 percent. These investments will improve the company’s overall responsiveness to customer demands.

“This investment represents the company’s continued commitment to providing unmatched products, service, and overall value to our customers,” states President and CEO Steven Vandemore.

The Rockford facility, one of three wholly-owned state-of-the-art manufacturing facilities located in the U.S. and Asia, currently utilizes both automatic and semiautomatic wire forming machines, including inline welding capabilities, and an extensive library of existing tools and forms. It also specializes in wire fabrication, metal stampings, welding, powder coating, custom kitting and packing, and features a full prototype fabrication facility.

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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