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FOR IMMEDIATE RELEASE

siffron® Announces New Canadian Distribution Partner

TWINSBURG, OH: siffron®, a leader in retail merchandising, announced that it has partnered with Toronto, Ontario-based Dana Industries as its exclusive Canadian distributor.

For more than 25 years, Dana Industries has been a full-service provider of retail solutions. This new partnership will allow siffron to expand its sales and customer service capabilities within the Canadian market.

“We’re confident, as we strive to provide on-going world class customer service, this partnership will result in an industry-best value proposition to our existing and new customers,” said Bill Seering, siffron’s Vice President of Sales.

As of August 1, 2019, siffron’s Canadian customers are directed to contact Dana Industries for sales and customer service.

About siffron

For more than 60 years, siffron has been a leader in the retail display and merchandising 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 custom solutions, including consultation, design, prototyping, production, fulfillment and purchase consolidation. Learn more at siffron.com.