

# NEWS RELEASE

## **FOR FURTHER INFORMATION CONTACT:**

James Fischer  
Jifram Extrusions, Inc.  
920-467-2477

## **FOR IMMEDIATE RELEASE**

March 7, 2011

### JIFRAM ANNOUNCES THE ADDITION OF A NEW CONSUMER GOODS SALES GROUP

James Fischer, CEO of Jifram Extrusions, Inc. announced the addition of Sales Group Inc., a manufacturer's representative firm that will carry the company's consumer goods lines.

Sales Group Inc., a company with a combined 38 years of sales experience, serves a variety of consumer products industries such as pet supplies, smoke and carbon monoxide detectors, bath vanities, general hardware and housewares items.

Headquartered in Wisconsin, Sales Group's primary customers are Menards, Shopko, Mill's Fleet Farm, Blain's Farm & Fleet and Roundy's.

Jifram's Sales & Marketing Director, Wayne Meyer stated, "SGI is a manufacturer's representative firm that conducts business with integrity. They are focused on growing the business while building strong customer relationships and partnerships. "