

Jifram Celebrates New Ownership with a Focus on Technology

Jifram Extrusions Inc. has just completed its 35th year in business, a milestone that is celebratory, yet bittersweet because the founder, James Fischer, who was looking forward to this momentous day, passed away in April. Today Jifram is poised to continue growing under the new ownership of Steve and Greg Fischer. Their bold vision for the future incorporates the addition of state-of-the-art technology and updated business systems as they build on the company's strong foundation of innovation.

James Fischer was involved in the plastics Industry since the early 1960's. His inventive creativity garnered 17 patents while his boundless energy kept Jifram Extrusions Inc. at the forefront of the markets served. Jifram is committed to maintaining its reputation as an industry leader today and in the future.

In celebration of the 35th Anniversary, Jifram treated its employees to a Milwaukee Brewer's game during work hours. Steve Fischer stated, "It's our way of expressing appreciation to our very important team members and building camaraderie within departments and throughout the entire company."

"To thrive as an ongoing concern, Jifram must

continually sharpen our competitive edge,” added Greg Fischer. “We are committed to embrace the new wave of technology that will empower our employees and better serve our customers. The far-reaching results of this strategic vision will dramatically change how we create increased value for customers, generate greater opportunities for employees, drive innovation to expand market share, and revamp the work place environment.”

Tactically speaking, Jifram will bring a new ERP/CRM system online in 2017 to boost efficiencies in work flow, inter-departmental communication and enhance customer integration with EDI solutions. In addition Jifram has updated its websites, mobile apps, and maintains frequent communication with customers -- delivering the relevant information today’s buyers expect from leading suppliers.

New market opportunities have been established as Jifram’s core OEM Base business has been augmented with a more recent consumer goods market and its newly formed Custom Built Plastic Pallet division. Custom Built Plastic Pallets, serving the material handling industry, manufactures pallets to each customer’s specifications. Pallets are designed to any size – from extra-large to support thousands of pounds or big and bulky to very small.

Jifram’s plastic slatwall and slatwall covers are serving the visual merchandising industry, and the printed slatwall covers are in high demand for retail store remodels. In addition, a niche in the consumer organizational products market is a great outlet for the company’s variety of slatwall kits. Each business unit

presents unique challenges and, under the guidance of Wayne Meyer, Director of Sales & Marketing, Jifram is well situated for sustained growth.

Steve Fischer added, “Jifram has a strong work force and we would not be where we are today without this amazing team of dedicated men and women. In addition, we know tomorrow’s marketplace will require larger numbers of mechanically inclined individuals who seek out the challenge of learning the technologies of the future. We value our employees and are committed to helping them expand their knowledge and skills. Working together, Jifram will continue to deliver what our customers require as the extrusion industry continues to evolve.”

“We are proud that we still offer the family type customer service which has become our hallmark since Jim Fischer opened our doors in 1981, even though our business has grown,” emphasized Greg Fischer. “Our customers will always have their questions answered, needs met and be treated in a way to ensure that Jifram continues to serve as a trusted provider of plastic extrusion needs.”

Steve and Greg Fischer look forward to the opportunities and challenges that lie ahead for the 35 year old company. Both Fischers concur, “We are excited to take Jifram into the future as a Benchmark Supplier whose customers think of Jifram first when looking for profile extrusions, plastic pallets and plastic slatwall. Our experience and customer service philosophy has built a reputation of delivering innovative products, superior quality and impeccable

service. Jifram Extrusions, Inc. will continue to provide support for our dealers and customers with leading-edge business systems, information technology, and logistics.”