



Inc. 500

No. 28 Zorch International

Chicago, IL

	Year	2007
	Industry	Business Services
	Founded	2002
	Growth	3,013.1%
	2003 Revenue	\$206,949
	2006 Revenue	\$6.4 million
	Employees	22
	Website	www.zorch.com

What it does: Operates an online portal where major corporations can buy merchandise branded with their names and logos: T-shirts, pens, bags, mugs, etc. Zorch takes a retail markup.

Why it's growing: Unlike her competitors, CEO Nicole Loftus uses her manufacturing partners' sales forces to sell to her customers. "The order comes through our system but all we do is watch the activity. We don't touch it," says Loftus. Customers like the direct contact with manufacturers that have been vetted by Zorch, manufacturers get access to coveted business, and Loftus doesn't have to hire a big sales staff.

ZORCH[®]
International, Inc.