

FOR IMMEDIATE RELEASE
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MORE THAN A MISSION STATEMENT FOR ZORCH

Zorch International partners with University of Chicago GSB students to create new social responsibility plan of action

CHICAGO, Feb. 2008—The Zorch International social responsibility mission: Every step we take in serving our clients feeds our responsibility to the environment, society and safety through products, diversity and quality partners.

In order to “walk the talk” Zorch has partnered with a team of top-notch students from the University of Chicago, Graduate School of Business (GSB) to help take a mission statement beyond paper and into measurable action.

Through conducting extensive market research, five talented MBA students will create an optimal strategy and execution plan for Zorch to become more socially responsible. To absorb the culture and mission of Zorch the GSB team spoke with Zorch CEO Nicole Loftus, staff, vendors, and clients. The Chicago GSB team will provide more than a process for marketing socially responsible products. The project will also bring to life the idea that companies can make a difference through their practices, partnerships, and on-going dedication to social responsibility.

Providing Zorch with over a year’s worth of research and study, in just six short weeks the Chicago GSB team will prove that not only do some of the world’s greatest minds reside in Chicago but minds that are changing the world—one idea at a time.

“For six years Zorch client merchandise programs have included a green product category. Now it’s time to go further. As the stewards for some of the most valuable brands on the globe Zorch has a responsibility as well as an opportunity. The responsibility is to ensure that the products we provide are worthy of our client’s mark and an opportunity to contribute along with our clients to the paradigm shift towards a healthier, stronger, egalitarian world community,” said Nicole Loftus, Zorch President and CEO.

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***Zorch International, a woman owned business, has developed an innovative supply chain model that eliminates redundancy at the distributor level. Zorch works exclusively with Fortune 200 companies as their brand ambassadors protecting their logo on merchandise and printed materials. Zorch maintains its stature on an international level providing cohesive brand protection, committing to order accuracy and ensuring significant savings for its clients. Client campaigns and initiatives, as well as supply chain solutions, have been “Zorched” globally, providing clients with warehousing and distribution in more than 120 countries. In 2007 Inc. Magazine recognized Zorch as the 28th Fastest Growing Company in America, #1 in Illinois. That same year Entrepreneur Magazine named Zorch the 23rd fastest growing woman-led business in the U.S.*

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