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## **ZORK™ Wows Unified and ZAP Attendees**

**Sonoma, CA February 11, 2011** — Feedback at ZORK USA’s recent exhibits at the Unified Symposium in Sacramento and the ZAP Festival in San Francisco exceeded expectations this year. According to Joey Baker, Marketing Manager for ZORK Pty Ltd, and Mario Carofanello, Director of Sales for ZORK USA, there was a marked difference at this year’s events. “It was clear that ZORK’s level of market penetration and brand awareness has hit a tipping point,” says Baker. “Visitors already knew about ZORK. This year they wanted to discuss how the closure might actually work on their products. And not just for wines; we had inquiries for olive oils, teas, artisan waters, as well as spirits. The interest was really exciting!”

The ZORK USA team launched a collaborative point-of-sale marketing program at Unified, which also was well received. “Small and mid-size producers were particularly interested,” says Carofanello, “since their resources are always stretched thin. We were offering wineries that buy a certain minimum volume of ZORK closures to qualify for print-ready co-branded POS materials—produced in collaboration with Armstrong Creative—like bottle neckers, shelf talkers, table tents, wait staff cards, and distributor sell sheets. The program brought us over 200 qualified leads.”

ZORK’s ZAP exhibit also elicited raves. With a Roaring ‘20s theme, attendees were treated to Zins using the ZORK closure, as well as tattoos, ZORK STL samples, and photo opportunities with a life-sized cutout of ‘Betty Z.’ “It was great fun hearing all the positive comments like ‘Wow!’ and ‘I love this!’” says Baker.

ZORK USA is a division of Portola Packaging, Inc., one of the nation’s leading manufacturers of food and beverage packaging and closures. ZORK closures are manufactured in

Portola's Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK.

The ZORK closure is prized for its unique, eye-catching design; reusable, recyclable components; and optimum oxygen transmission rate. It's fun, easy to open and, unlike a screwcap, it has the celebratory 'pop' of a cork

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