



For Immediate Release:

Zak Expanding Confetti to Include Newest Trend in Blue

Spokane, WA (May 23, 2011) – When it comes to housewares, two ingredients that are always in demand are eco-friendly products and items that feature the latest global color trends. Zak Designs has combined both of these in the newest color addition to its popular Confetti line – Blue Bell.

The crisp, clean blues in the line relate back to the sparkling of blue skies and running water and speak to the current color trend that addresses consumers’ interest in colors that tie back to their sense of nature. Blue Bell also creates a sharp contrast with white, evoking the crispness that is derived by the combination. Zak takes that contrast one step further by paring this fun, fresh blue tone with its trademark mix of brights in the Confetti material to create an original, unexpected color statement.

The Blue Bell Confetti line will feature a dinner plate, salad plate, and individual bowl as well as an extra large 7.5qt serving bowl. The new color will also be included as part of a new set of brightly colored Confetti nested bowls. And, like all items in the Confetti line, the Blue Bell products are made with recycled melamine. Which creates another attractive combination – Blue Bell and green.

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With offices across the globe, Zak stays at the forefront of emerging fashion, color and design trends from around the world. By incorporating those styles into modern and innovative tabletop and kitchen prep collections, Zak continues to be recognized as a global authority on trend-focused housewares. More information is available at www.zak.com.