



For Immediate Release:

Zak Turns to Sea and Sky for True Blue

Spokane, WA (April 1, 2009) – In an effort to continually bring the latest global color trends to kitchens everywhere, this year Zak Designs is turning blue. The newest addition to Zak’s fashionable palette of kitchen prep products and serveware is True Blue, a color story that takes a fresh look at a traditional favorite.

The blues in the line are tranquil hues inspired by the sea and sky. The shades transition to a cleaner, true blue palette, away from aqua and turquoise. This is not a return to Cobalt, but rather a fresh take on blue that is both rejuvenating and reassuring.

The True Blue offering complements the Eden, Pop!, and Black and White color stories that are an integral part of Zak’s kitchen prep offering. The addition of tonal blues gives customers even more ways to accent their kitchens with fashionable, functional products that liven up countertops and everyday meals.

Among the products in the True Blue Collection are colanders and mixing bowls as well as measuring utensils, serve trays, and air-tight canisters. Individually, the products add fresh functionality to preparing and serving meals. Together, they make a strong, fluid statement that can help inject a sense of serenity into any home.

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With offices in ten countries, 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 about Zak is available at www.zak.com.

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Christopher Cogley • Zak Designs, Inc. • cogley@zak.com • 970-985-4605 • www.zak.com