

ZINA International Upgrades IT Resources

For Immediate Release

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ZINA International, the leader in live television shopping, has invested in new technology to support growth and customer service. The new IT tools will provide virtual, shared workspaces for ZINA team members to manage and collaborate on projects. This latest investment for the company comes at the perfect time to support the continued growth of the business.

Joseph Mezzina, President and Founder of ZINA, is very excited to be taking this next step in the development of the company. "We have always had great employees and now we are taking the next step by investing in systems that will help our people be more productive and efficient. We always want to provide our team members with the training and the tools so they can have a high level of job satisfaction and deliver results to our customers", according to Mezzina.

ZINA will continue to explore new technology to improve the service delivery to its customers.

Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.