

**For Immediate Release:** January 4, 2011

For more information, contact Charlotte Mills Seligman  
415.681-7293 or [charlotte@traversant.com](mailto:charlotte@traversant.com)

## **ZORK Introduces Collaborative POS Program at Unified**

**Sonoma, CA January 4, 2011** — With shelf presence increasingly important to wine sales, ZORK USA will be introducing a new collaborative point-of-sale marketing program for wineries at the upcoming Unified Wine & Grape Symposium, January 25 – 27, 2011 at the Sacramento Convention Center. The program offers wineries that buy a certain minimum volume of ZORK closures to qualify for print-ready co-branded POS materials, such as bottlenecks, shelf talkers, table tents, wait staff cards, and distributor sell sheets.

“Many wineries have limited marketing budgets for POS materials,” says Mario Carofanello, director of sales for ZORK USA. “This is our way of helping them introduce ZORK to their customers and distribution partners.”

With pre-designed templates for the POS pieces, wineries simply supply their logo, bottle shots, and copy, and ZORK integrates it into print-ready artwork. ZORK may also pick up some of the printing cost, depending on the ZORK closure order volume.

Interested parties can stop by the ZORK Booth #1321 on the First Floor. “If you lose the booth number, you can find it on the giant banner at the top of the stairs,” says Mario.

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.

The closure consists of three components: an outer, tamper-evident cap; an inner foil oxygen barrier; and a plunger that “pops” when extracted without a corkscrew and is easily reinserted. ZORK USA is a division of Portola Packaging, Inc. The closures are manufactured in ZORK USA’s Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK; AT Mobile Bottling Line LLC in Napa, CA, also has a dedicated ZORK bottling line.

-endit-

-----  
Mario Carofanello, ZORK USA Director of Sales, is located at 16584 Meadow Oaks Drive, Sonoma, CA 95476. Cell: 707.484.9683; Fax: 707.307.0226. Website: [www.zorkusa.com/](http://www.zorkusa.com/)

825 Rockdale Drive  
San Francisco, CA 94127

+1 415 681 7293 Tel  
+1 415 681 7293 Fax

[www.traversant.com](http://www.traversant.com)