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Issue No. 125

**New trend in collateral
Go high tech without tech getting in the way**

Krylon, part of the world's largest manufacturer of paint, is using digital technology created by Zig to launch their latest product innovation through retail sales channels and to consumers.


Interactive web and CDs allow retailers, buyers and consumers to digitally use the new EZ Touch 360° Dial spray tip spray paint. From painting online to virtually rotating the new 360° nozzle, consumers can experience this new innovation by actually interacting with the product.

See how it works.

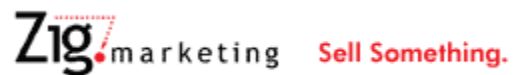
Go to <http://www.krylon.com/> and click on the EZ Touch 360° Dial in the lower left hand corner to see for yourself.

Contact Howard Zoss at 216.328.6301 or hzoss@zigmarketing.com to find out how we can help you launch a new product or feature.

 ZIG HOME

 CONTACT
HOWARD ZOSS

216.328.6301



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