

This is GE.



GE imagination at work



Situation: Should all messages be delivered electronically in this digital age?

Creative Tool: **Marketing Collateral**

Impact: With more companies moving to the digital realm, some think the printed marketing materials days are numbered. GE and Zanzico realize there is still a need for professionally produced marketing materials. Whether it is the availability of the internet or personal disposition, people still desire to hold a piece in their hand, feel the paper, and look at the perfectly selected colors, images and words.

To learn more about Zanzico and the services that we offer, please contact us today.