



## NEWS RELEASE

### THE ZERO GROUP STRENGTHENS PRESENCE AT SINGAPORE: STAND N9

*Southampton, 24 April 2008* – Travel retail specialist, The Zero Group, will be taking its largest stand ever at this year's TFWA Asia Pacific exhibition in Singapore from 12-15 May. The size of Zero's stand has been increased in order to accommodate the growing number of new products set to be introduced to the Asian market, and reflects the Group's continued increase in worldwide sales which are up 21% on the previous year.

*Italiana by Carlucci* will be on display in Asia for the first time at the exhibition, and the 925 silver and gold geometric shapes are expected to have great appeal within the Asian market. The collection is also ideally suited to scheduled carriers: each piece is handmade by Tuscan craftsmen, resulting in quality,



contemporary jewellery with an array of different textures, tones and finishes. There will be an opportunity to see the new Certificate of Authenticity from the designer which accompanies each *Italiana* piece, satisfying a general trend with scheduled carriers to add value to the items they sell.



Also on display will be several new products specifically tailored for the Asian market which are being launched at the event. Zero has much experience of designing products for specific markets in order to accommodate regional differences. Recently, the Group designed a new

Carlo jewellery set - a colourful 2-tone pendant, bracelet and stud earrings - specifically for Philippine Airlines which will be sold onboard from July 2008. Asian designs, for

example, often incorporate more colours and have more use of gold, which makes the new *Italiana by Carlucci* collection particularly appealing for this market.

The Zero Group's regional sales manager for Asia Pacific, Grace Tsang, comments: "We are eagerly awaiting the Singapore event and are expecting to capitalise on the success we have built in the area since my appointment last year. We have the flexibility to tailor our products specifically for the Asian market and now have catalogues in four different language versions, as well as a growing number of exciting new listings across the region".

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**About The Zero Group:**

The Zero Group is a UK based company which specialises in providing travel related gifts and jewellery to the duty free market and promotional items to an international customer base. Operating from head offices in Southampton and with a sourcing office in Hong Kong, The Zero Group supplies a variety of customers on a national and international basis. The Company has over 25 years experience in travel retail and over 400 airline listings in at least 43 countries. See [www.zeroinc.co.uk](http://www.zeroinc.co.uk)

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