

April Etere
Picture This Communications
678-648-9679
info@bestpizzabox.com

FOR IMMEDIATE RELEASE

Best Pizza Box Team Launches Innovative Pizza Box at www.bestpizzabox.com After Receiving European and US Patents

Wake Forest, NC – Today a breakthrough pizza box design was revealed to the world, after Windshield Marketing secured patents in 8 European countries, and a Notice of Allowance for its US patent. The new pizza box, called “ZABOX™” was publicized through a new website and a series of interactive YouTube video commercials that begin today. The website, www.bestpizzabox.com, details how the innovative pizza box will revolutionize the pizza industry.

“Pizza is one of the most convenient take-out and home-delivered foods,” says Bill Volz, President of Windshield Marketing and co-inventor of ZABOX. “But when you have to wrestle with the box after your meal, it becomes cumbersome and difficult. With ZABOX you can easily split the pizza box in two and decide whether you want to simply throw away the entire box, or use half of ZABOX to conveniently store leftovers in your refrigerator.”

“We believe ZABOX will be a game changer for the pizza industry,” says Volz. “Market research shows that the ZABOX pizza box can dramatically shift market share for multiple stakeholders in the pizza industry. Based on the amazing simplicity of ZABOX, we believe the new pizza box offers an amazing opportunity for national pizza chains, independent pizzeria owners, box manufacturers, distributors, ad agencies and venture capitalists.”

This innovative pizza box offers tremendous marketing opportunities to increase value and brand loyalty for independent pizza restaurants, and companies such as Domino’s®, Little Caesar’s®, Papa John’s® and Pizza Hut® – especially when tied to other promotions. Windshield Marketing is engaging in discussions with various pizza industry stakeholders both domestically and internationally.

The ZABOX team will be launching new videos in the upcoming weeks demonstrating the benefits and convenience of ZABOX at www.BestPizzaBox.com. The site will continue to be updated with ongoing news such as industry information, announcements, and trade show appearances. Come see ZABOX in action at the International Pizza Expo March 19-21st in Las Vegas – Booth 2033.

Volz, a 15-year veteran of consumer and pharmaceutical industries and former Head of Sales and Marketing, left the pharmaceutical industry to form Windshield Marketing. He joined forces with a former business colleague and PhD, Neal Ware to create this innovative product, ZABOX. They have partnered with Picture This Communications to develop a strategic marketing campaign.

About Windshield Marketing

Windshield Marketing, founded in 2006, is a marketing firm in the business of identifying significant consumer needs and creating patented solutions to facilitate significant share growth. For more information visit BestPizzaBox.com

About Picture This Communications

Picture This Communications, founded in 1997, is a provider of strategic interactive services. Picture This Communications' core services include interactive marketing strategy, interactive games, trade show kiosk applications, and custom internet applications. For more information about Picture This, visit www.picturethis.org