

# coreXpand™ Success Stories

## **ZORCH**® From Start-Up to Eighth Fastest Growing Company in America with CoreXpand

Zorch provides branded merchandise, sourcing and collections for Fortune 100 and Fortune 500 companies.

Nicole Loftus, CEO and founder of Zorch, explains how CoreXpand helped her grow from a start-up business to the eighth fastest growing company in America:

“I had started the company as a first time entrepreneur knowing nothing about technology or e-commerce but, based on our business model, I knew early on that we needed to provide our clients with online catalogs for their merchandise.”

CoreXpand’s customized, private client e-commerce sites provided Zorch with the adaptability, convenience and personalization they needed to land, serve and retain major clients such as JP Morgan, AT&T, Motorola and AON, just to name a few.

“I was starting a business and needed an e-commerce company that could grow with us, knowing that each contract was going to be worth \$5-7 million,” continued Nicole. “I looked all over for this technology and thank goodness I found CoreXpand.”

After conducting an extensive RFP, Nicole initially chose CoreXpand for their affordability and user-friendly platform, but what followed became a remarkable story of Zorch success.

“We were recognized as the eighth fastest growing company [by *Inc.* magazine], and the number one fastest growing woman-owned company, in the country. And that would not have been possible if we had not had CoreXpand as our technology engine.”

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- Nicole Loftus, CEO and Founder, Zorch

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In addition to serving clients in a way that a conventional website simply can't, CoreXpand's e-commerce solutions provide another key element to e-commerce success – *reliability*.

Nicole explains: “We weren't one of 10 vendors. We were the *single source* for clients

The screenshot shows the AON website interface. At the top left is the AON logo. A navigation bar includes links for Home, My Account, View Order, Checkout, Search, and Help. A sidebar on the left contains 'In Stock' and 'Special Order' buttons, along with a 'How to order guide' link. The main content area displays a white baseball cap with the AON logo, titled 'V7370 Pro-Mesh Cap'. Below the product image, there is a list of suggestions: 'I would like to: - Return to Headwear - Request Product Assistance - Email Product to a Friend'. At the bottom, there are links for 'About Zorch | Terms & Conditions | My Account'.

The screenshot shows the Chase and J.P. Morgan website interface. At the top left is the CHASE logo, and at the top right is the J.P.Morgan logo. A navigation bar includes links for HOME, MY ACCOUNT, VIEW ORDER, SEARCH, and HELP. The main content area features a 'Welcome to Chase!' message and a 'Branded Merchandise eStore' section. This section includes a search bar and a list of product categories: Apparel, Bags, Business Accessories, Drinkware, The Green Collection, Promotional Miscellaneous, Sporting Goods, Writing Instruments, and J.P.Morgan. A specific product, a silver travel mug, is displayed on the right. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'.

The screenshot shows the Citi website interface. At the top left is the citi logo. A navigation bar includes links for Home, View Basket, Help, and Back to PSP. The main content area features a 'Welcome!' message and a 'Citi PrePaid Debit Cards Store' section. This section includes a list of product categories: The Collection, Apparel, Promotional Items, and Heritage Collection. A specific product, a silver travel mug, is displayed on the left. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'. On the right, there is a 'Citi PrePaid Debit Card' image and a 'Welcome to the Citi PrePaid Debit Cards Store!' message. Below the message, there is a list of product categories: The Collection, Apparel, Promotional Items, and Heritage Collection. A specific product, a silver travel mug, is displayed on the left. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'.

The screenshot shows the Motorola website interface. At the top left is the MOTOROLA logo. A navigation bar includes links for HOME, MY ACCOUNT, VIEW ORDER, CHECK OUT, SEARCH, and HELP. The main content area features a 'Welcome!' message and a 'Motorola Collection' section. This section includes a list of product categories: The Collection, Apparel, Promotional Items, and Heritage Collection. A specific product, a silver travel mug, is displayed on the left. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'.

The screenshot shows the Motorola website interface. At the top left is the MOTOROLA logo. A navigation bar includes links for HOME, MY ACCOUNT, VIEW ORDER, CHECK OUT, SEARCH, and HELP. The main content area features a 'Welcome!' message and a 'Motorola Collection' section. This section includes a list of product categories: The Collection, Apparel, Promotional Items, and Heritage Collection. A specific product, a silver travel mug, is displayed on the left. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'.

The screenshot shows the Citi website interface. At the top left is the citi logo. A navigation bar includes links for Home, View Basket, Help, and Back to PSP. The main content area features a 'Welcome!' message and a 'Citi PrePaid Debit Cards Store' section. This section includes a list of product categories: The Collection, Apparel, Promotional Items, and Heritage Collection. A specific product, a silver travel mug, is displayed on the left. A call-to-action button says 'Click to browse our entire collection of Chase Branded Merchandise'.



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like AT&T with 200,000 employees. And then they merged with Cingular and BellSouth, and we had to [serve] all their employees.

So our stores had to stand up to 20,000 or more employees trying to get on the site at one time. These stores had to withstand that kind of activity and not buckle. Our stores are *always* up with CoreXpand. We've always had our stores live with CoreXpand – 24-7, 365.”

“Our stores had to stand up to 20,000 or more employees trying to get on the site at one time... Our stores are *always* up with CoreXpand.”

- Nicole Loftus, CEO and Founder, Zorch

Zorch is a great example of what happens when leadership and quality meet CoreXpand's flexible and affordable yet powerful e-commerce technology.

CoreXpand continues to develop and improve its technology and looks forward to finding ways to help Zorch reach even greater levels.

Contact us today and let us show you how CoreXpand can help you create the best possible story of success for *your* business.