



# Quality Certification Alliance

Quality and Safety. Delivered.

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## QCA AND ZOOMCATALOG ANNOUNCE STRATEGIC “BRAND SAFETY” PARTNERSHIP

CHICAGO, ILLINOIS (May 1, 2018) – Quality Certification Alliance (QCA) and ZOOMcatalog have partnered to help industry distributors easily search catalogs from suppliers with verified responsible sourcing best practices. ZOOMcatalog has created a page that allows distributors to refine their search results to only show catalogs from those suppliers that currently hold the honor of QCA Accreditation. As a bonus, distributors will be able to create custom catalogs for their clients that only contain products from accredited sources.

“Understanding the importance of product safety and overall responsible sourcing best practices in general, we are excited to make it even easier for our distributors to find products from suppliers accredited by QCA. Almost every QCA accredited supplier has their customizable catalogs and flyers available in our search engine, so allowing people to search across only those suppliers was a no-brainer” says Bryony Zasman, co-founder, and CPO of ZOOMcatalog.

“As industry distributors ramp up their responsible sourcing efforts, they are also seeking effective ways to manage all the compliance complexities better. As a result, suppliers that are “Accredited” by QCA are becoming the sought-after solution,” says Tim Brown, MAS, Executive Director of Operations at QCA. “Accredited supplier processes are routinely validated by independent third-parties to assure ethical and legal compliance throughout their supply chains. This gives distributors and end-buyers the assurances they are looking for while, at the same time, allowing them to focus less on regulation and more on growing their business. Partnering with ZOOMcatalog, now makes it even easier for distributors to locate products manufactured by suppliers with proven track records of going above and beyond the typical brand safety norms.”

For more information about QCA Accreditation and to inquire about the process and benefits received, visit <http://www.qcalliance.org/>.

For more information about ZOOMcatalog, visit [www.zoomcatalog.com](http://www.zoomcatalog.com) or contact us at [hello@zoomcatalog.com](mailto:hello@zoomcatalog.com).



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### **About QCA:**

Chicago, Illinois-based Quality Certification Alliance is an independent, not-for-profit, accreditation organization whose mission is to elevate the standards by which industry firms provide consistently safe, high-quality, socially compliant and environmentally conscientious merchandise. QCA Accreditation is granted to promotional products suppliers who complete an independent third-party audit and comply with stringent standards, that are based upon a combination of state and national laws, international standards and industry-accepted best practices recognized for their strength and effectiveness.

### **About ZOOMcatalog:**

Boulder, Colorado-based ZOOMcatalog is the Promotional Product Industry's Hub for online catalogs, flyers and marketing tools developed, to empower distributors with the marketing and sales tools they need. With over 500 of the top Promotional Product suppliers listing their marketing content on [www.zoomcatalog.com](http://www.zoomcatalog.com), ZOOMcatalog is a popular resource used by thousands of distributors and end-users daily. ZOOMcatalog continues to innovate and launch software solutions that support and enhance the exchange of information between suppliers, distributors and end-users.

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