

## **Have You Been Z'd? Zlimit.com – An Online Store With Gifts and Rewards for Everyone**

*Everything from Holiday gift giving to employee rewards just got a whole lot easier with Zlimit.com. This first of its kind online store gives companies, organizations, in fact anyone responsible for gift giving an affordable, easy to use site filled with desirable, memorable, personalized merchandise. It has no set up or service fees and requires no long-term commitment. Anyone can simply go online, determine his or her budget, and 'Z' someone.*

Dayton, OH (PRWEB) October 15, 2005 -- Everything from [Holiday gift giving](#) to [employee rewards](#) just got a whole lot easier with Zlimit.com. This first of its kind online store gives companies, organizations, in fact anyone responsible for gift giving an affordable, easy to use tool. Zlimit.com promises a convenient start to finish process and is literally filled with desirable, memorable, personalized merchandise. And already people are noticing. In the first week since its October 3rd launch Zlimit.com had over 150,000 hits.

Its concept is simple. The gift giver determines the budget, and then the recipient chooses from a wide variety of name brand items. With Zlimit.com, now everyone from business owners to human resources professionals, from department managers to administrative assistants can provide their employees with [awards](#) and [recognition](#) for outstanding service, safety or wellness, or just to say 'thank-you'.

The thing most people need today is more time. Saying thank you or recognizing an associate for a job well done should not be time consuming or expensive. That's why Zlimit is easy and quick for both the gift giver and recipient. It has no set up or service fees and requires no long-term commitment. Anyone can simply go online, determine his or her budget, and 'Z' someone.

"Zlimit greatly simplifies the gift giving process," says Scott McGohan, Vice President of Employee Benefits at McGohan Brabender. "It's providing us access to highly memorable award items that don't demand a large budget or complex administration. In other words, Zlimit provides big business incentive programs for smaller organizations."

From Zlimit's inception, its architect and General Manager Aaron Delidow has done his homework. His goal was to leverage the incentive industry's vast knowledge and successful techniques, with which he is very familiar after 22 years in the industry. He believes Zlimit's inherent advantage is in the application of those proven practices to fill what is by anyone's definition an underserved market niche.

"We've taken a proven and successful incentive industry application and moved it into a streamlined online store environment," says Delidow. "It's fun and easy to use. Whatever the occasion, Z is the perfect solution for busy professionals looking for a convenient and cost-effective method for personalizing employee and customer recognition. There are incentive and corporate gift giving options out there but they're primarily customized solutions requiring substantial upfront costs and subscription fees and can be impersonal."

He continues, "For example, a person receiving cash, a gift card or gift certificate more often than not combines them with personal funds to buy 'something'. The real dilemma is that the person then sees it not so much as a true gift but as 'something' they had bought. Unfortunately, this way there's just no lasting recognition, which is, after all one of the key benefits."

Zlimit.com allows its customers to shop for and send personalized messages along with a tangible gift

guaranteed to fit any budget range.

The site provides a simple process for companies needing to recognize clients, vendors and employees for birthdays, holidays and special achievements. Zlimit is turnkey, taking only a few clicks from start to finish. With Zlimit, the excessive time typically spent searching for gifts and the inherent hassles of gift certificate redemption are both eliminated.

“As a small business owner, I like the idea of rewarding my team periodically throughout the year,” explains Lynda Baum, President of Exclusive Destinations. “I regularly send them gifts and debit cards for places like Starbucks and Nordstrom. What I like about Zlimit is that I don’t have to bother sourcing gifts or deciding what ‘I’ think ‘they’ want. Even though I only have a few people to satisfy, it’s still a huge challenge trying to be creative with gifts. Zlimit allows them to select something for themselves or someone in their family, like their kids.”

Zlimit.com, based in Dayton, Ohio is a new [online incentive](#) store led by Aaron Delidow, the company’s General Manager. With over 22 years industry experience, he has been associated with several prominent incentive companies including Excellence In Motivation, Carlson Marketing Group, Maritz Inc. and EF McDonald. Of the total \$30+ billion incentive industry, such large custom solution firms as EIM and Carlson claim less than 20% of the market share. The industry’s remaining spend falls within the Small and Medium Business (SMB) market segment, in which the larger custom incentive companies have exhibited little interest.

Says EIM President Bob Miller, “Zlimit.com is a distinct company serving different markets, with different offerings and distribution methods than EIM. Although we’ve leveraged our existing investments and infrastructure to get it going, Zlimit is a significant departure from our traditional ‘customized solutions’ approach to performance marketing. And since its inception, it’s been clear to us there’s no one better suited to lead this new company than Aaron Delidow, one of our own.”

In reality any business or individual who utilizes an online environment (email and personal computers) is a potential Zlimit.com customer. Target markets include insurance and real estate, financial and accounting, law and health care, retail, hotels and automotive. In the small and medium sized business world, the individual owners, middle managers and department directors generally handle all employee holiday, recognition and award gift buying for their companies. Zlimit.com is positioned to make giving gifts, awards and kudos easier and faster.

For more information on Zlimit.com, please contact BGHemagine Communications Director King at (937) 623-1812, Zlimit General Manager, Aaron Delidow at (937) 312-3187, or EIM Corporate Communications Executive Director Kevin Stephens at (937) 222-2900.

This press release was distributed through eMediawire by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

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