



Press Release

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Local business sets eyes on worldwide domination

A Norwich-based gaming company driven by a profound passion for games strikes deal with Hasbro in bid to take over gaming industry

Local business Zatu Games, based in Norwich, has recently recruited board game mega-brand Hasbro into its ranks, bringing its product range up to over 12,000 board games and collectables.

Hasbro are well known for their popular games such as Monopoly, Mouse Trap and Kerplunk, and these titles have now been added to the huge collection of board games and collectables already available at Zatu via its website and shop based in Taverham.

Hasbro have over 40 years' experience in the toy and board game industry with many brands in its repertoire. Since its conception in 1923 it has remained at the forefront of its industry and continues to grow year by year. Simon Budd, Zatu's founder has said:

"Hasbro is such a mammoth brand with worldwide recognition, so we knew that bringing them on board with Zatu would be a huge achievement! For a company like us which started from such small beginnings, being able to say we sell Hasbro games is something to be proud of!

He continued: "We started with a team of just 3 or 4 people and to now think - we've got over 20 members of staff, have brands such as Hasbro and Warhammer on board and we're still growing! I absolutely love the fact we're able to do all of this from

our head office in Norwich. We already have a small market overseas but with deals like this, we hope to conquer the international board game world very soon.”

In Zatu's earlier years the focus was solely on more niche games targeted at hardcore board gamers. With Hasbro now available they have opened the door to a broader range of customers, promoting board games for all the family.

Zatu Games are passionate about fellow board-gamers and have numerous partnerships with libraries, schools and board game societies. Their aim is to bring people, families and communities together through the enjoyment of board games which are proven to be supportive of good mental health. The business recently supported Herefordshire Boardgamers Group through a 24-hour game-a-thon raising money for Mind, a mental health charity.

Staff numbers at Zatu have more than tripled since its humble beginnings and with Christmas approaching they're currently looking for warehouse space and offices to give them more room to expand and create more jobs for the region.

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For all media enquiries, please contact:

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Notes for Editors:

- Find out more at: www.zatugames.co.uk or call 0800 007 5444
- Follow us on social media: @zatugames
- Zatu Games is a family run business based in Norfolk founded by husband and wife duo, Simon and Treena Budd.
- Zatu Games' product range spans over 12,000 board games and collectables.
- Zatu Games offer a click and collect service from their shop, international delivery and have storefronts on Amazon and eBay.