



Press Release

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New gaming website brings innovation and style to the market

A new gaming company driven by profound passion for games, gaming and gamers take on the online giants.

Zatu Games is a brand-new Norfolk based company who have entered the world of online gaming retail.

Zatu are run by their love for games and their customers - fellow gamers - to bring them a single unique gaming entity.

Launching only earlier this year, they have quickly become a popular online stop for gamers and their needs. Their user-friendly website is full of accessible, all-inclusive content containing the latest and best products, engaging blogs, game related news and comprehensive reviews.

When Simon Budd, the director and an avid gamer himself, was asked where the idea of Zatu came from: "Zatu was born from the frustration I had trying to find a board game, where I wasted a lot of time searching online for it. This struggle led to the idea to create a place anyone could go online and find everything they needed for gaming."

This year has seen the resurgence of table-top gaming helping the sales in the gaming marketplace with an estimated 20% rise in the last year alone which made Zatu a perfect new endeavour with this reborn interest.

Having only launched in April this year, Zatu has undoubtedly grown from strength to strength. In addition to their website they now have a strong online presence with their successful stores on Amazon and eBay, maximising their influence on the gaming market.

Simon continues: “Starting Zatu brought its challenges and has taught us a lot to help us evolve into the successful brand we are. I have a creative team around me that are dedicated in their pursuit to be the top one stop gaming shop for our customers and this ethos ensures a bright future for Zatu.”

With Christmas right around the corner, the Zatu team has been working tirelessly to prepare. With their brand-new website now active they are eager to bring their fantastic array of products to their customers in time for that beloved Christmas morning!

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Visit zatu.co.uk to find out more.

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Notes for Editors:

- Find out more at: www.zatu.co.uk or call 0800 007 5444