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Zerran Expands Distribution

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JGR UK Distributions Ltd of Manchester, England, master distributor for Zerran International throughout Europe, has quickly garnered distribution for Zerran hair care products in Sweden and Greece. Zerran's newest European alliances are Wahl Harvard in Sweden and ZiDa Hair Care Diamantopoulos for Greece and Cyprus. Zerran's recent appointment of JGR UK Distributions to establish gateway operations in Europe is in response to wide global interest in the company's innovative and proprietary salon products.

According to JGR UK Distributions president Eddie Renda, "The feedback has been fantastic and we believe the Zerran brand, led by the groundbreaking RealLisse Vegan Hair Smoothing System, will do very well in these areas. Sweden is an interesting market with well-regarded, stylish, high-end salons that will offer the RealLisse service and charge accordingly. This should attract smaller salons to jump on the bandwagon, which will assist in the growth of the brand."

"Greece is a huge market with great potential. Our distributor there is aligned with one of the largest companies in Greece with many years of experience and excellent contacts, so we think this market will grow very quickly. Greece will also distribute the brand into Cyprus and other islands, which should do well, as the standard of salons is very high. RealLisse is especially suited to Mediterranean hair, so the service should be a winner," he added.

More info: www.zerran.com