

International Zeolite Announces Agreement with Niagara College Business & Commercialization Innovation Centre

21.07.2023 | [Newsfile](#)

Vancouver, July 21, 2023 - [International Zeolite Corp.](#) (TSXV: IZ) (OTCQB: IZCFF) (FSE: ZEON) (the "Company") is pleased to announce an agreement between Niagara College Business & Commercialization Innovation Centre (BCIC).

Under the terms of the agreement BCIC will provide market intelligence, business strategy, promotional plans, media strategy, branding and ecommerce strategy for all International Zeolite's consumer products.

From initial market research to commercialization strategies, the Business & Commercialization Innovation Centre offers a full suite of solutions to make businesses more successful. BCIC pairs industry partners with highly qualified and experienced staff researchers, faculty, recent graduates, and students. Funding for this project is provided by a combination of provincial and federal agencies with IZ providing in kind support and additional financial inputs.

In later 2023, IZ will launch its consumer ecommerce platform offering multiple zeolite solutions for consumers supporting home gardening, composting, water filtration, produce life extension and odour control.

"Niagara College is recognized as one of Canada's top research academic institutions, and with their guidance and support IZ will gain a competitive edge in marketing its solutions to consumers through ecommerce, driving a new revenue stream to compliment the commercial revenue streams currently under development." - Mark Pearlman President and Chief Operating Officer, [International Zeolite Corp.](#)

On Behalf of the Board
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