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*Under the Cuisine Select® brand, Gibson introduces HALIFAX aluminum cookware in three fashion shades*

## ***KITCHENS WARM TO NEW COLORS***

(Commerce, California) - Kitchen consumers may not be ready for a return to an all “stainless” look, but kitchen colors are poised for a change as many grow tired of the bright, neon shades that have dominated the market recently.

Numerous market trend reports point to the rise of neutral and metallic shades throughout the housewares industry, with colors like brass and bronze that invite a “nurturing feeling,” according to Leatrice Eiseman, executive director of the Pantone Color Institute in a recently published interview.

“And in the stressful times we’re living in, the need to embody warmth resonates with a lot of

people,” Eiseman says.

Cookware like Gibson’s new HALIFAX line exemplifies this trend with quality non-stick aluminum sets in three shades ideal for the coming year.

In silver, white, and bronze, HALIFAX features Teflon® non-stick coating, tempered glass lids, and special soft-grip handles and knobs.

Featuring newly-designed packaging, it will retail under Gibson’s CUISINE SELECT® brand.

Considering the lead times necessary for development and manufacturing, this cookware is way ahead of the market curve, said Gibson CEO Sal Gabbay.

Non-stick aluminum cookware still commands the lion’s share of the market and with ample stock on hand, as well an inviting \$59.99 price point, the 8-piece HALIFAX set is fast becoming a favorite in multiple channels of distribution, Gabbay said.

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Gibson is a worldwide leader in the tabletop, cookware & housewares industries and, for over 25 years, has supplied the world’s leading retailers under the Gibson Everyday® and Gibson ELITE® brands. Gibson is also the industry’s leading private-label resource and currently markets the country’s #1 casual dinnerware line. Visit us at [www.gibsonusa.com](http://www.gibsonusa.com).

**Cuisine**  
Select