



June 15, 2011

**FOR IMMEDIATE RELEASE**

D. L. Neipris  
GIBSON OVERSEAS, INC.  
(323) 832-8900 ext.1273  
davidn@gibsonusa.com



*Gibson's Colorsplash dinnerware and cookware.*

## Colorsplash® Makes a Splash with Shoppers

(Commerce, California) - Bold color is proving to be a leading trend in retail sales, especially among Hispanic shoppers. From cookware to cutlery and dinnerware to gadgets, Gibson Overseas, a leading tableware and cookware provider, has seen dynamic growth in color with its vibrant new Colorsplash® line.

With cookware price points ranging from \$19.99 in open stock to \$69.99 for sets, Gibson's Colorsplash® has shown broad appeal in numerous retail channels, especially in Hispanic markets.

"Previously popular trends like stainless steel are giving way to a preference for color," said Candace LaRotonda, Cookware Sales Develop-

ment Manager for Gibson.

"Cookware was the first category Gibson launched under the Colorsplash® brand and - with the brand's initial success - we were soon inundated with requests for brand extensions into other housewares categories," LaRotonda said. This was in line with Gibson's consumer research, which revealed a growing preference for color as an affordable means for consumers to update their kitchens.

Retailers have been additionally pleased with Gibson's compelling packaging designs and sales displays, a perfect complement to the line's lively array of hues, including Aruba Blue, Citron, and Coral Red.

"The features in these categories

are also connecting with consumers," said Ms. LaRotonda. "Cookware with aluminum construction for even heating, and non-stick coating for healthier cooking and easy clean up." Ms. LaRotonda added, "The dinnerware and flatware feature durable materials and contemporary styling. And of course, the beautiful colors create fantastic merchandising opportunities."

###

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).