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FOR IMMEDIATE RELEASE



Kitchen tools and gadgets from Colorsplash™ by leading housewares provider Gibson Overseas, Inc.

TOOLS OF THE TRADE

(Commerce, California) - Leading housewares manufacturer Gibson Overseas, Inc. is making another splash in the industry by rolling out its first line of kitchen tools and gadgets at next month's Chicago Housewares show.

Carrying the company's popular **Colorsplash™** label, the new line combines **form, function and fun** to deliver a complete range of k-tools and gadgets at good, bet-

ter, and best price points for multiple retail channels.

With tools for every task, in a wide variety of colors, the Colorsplash™ collection of k-tools and gadgets offer the strongest values in the category today.

From solid color nylon spoons and turners, to stylish acrylic peelers, scrapers, whisks, corers and more, features include soft-grip ergonomic handles, built-in

drip catchers and a unique self-standing design.

The collection as a whole is ideal for "gadget walls" now found at numerous retailers,, offering the diversity in assortment and price points that such programs need to succeed.

See the entire Gibson collection at the International Housewares Show, March 6 -8, 2011, space #S201.

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