

# GIBSON

HOMEWARES



## Company Profile

2410 Yates Avenue, Commerce, CA 90040  
323 • 832 • 8900 | gibsonusa.com





Founder Nejat Gabbay

Gibson Overseas, Inc. is an industry-leading producer of tabletop and housewares products based in Los Angeles, California.

For over 40 years we've been developing a portfolio of highly-recognized national brands and private label programs that offer the best in quality and design. Central to our success is a relentless commitment to style, innovation, and value for our partners around the world.

We specialize in creating multi-category retail programs that offer exciting merchandising statements for growing trends like casual dining, entertaining at home, and health & wellness. Our teams of designers and product developers are backed by a global network of staff that ensure the utmost quality in manufacturing, packaging, and logistics. This ability to offer all-inclusive services and deliver to almost any market has made us a trusted source for national brands and retailers in every class of trade.

Who We Are

## Principals' Welcome

We are a fourth-generation, family-owned company built on the wisdom and vision of Nejat Gabbay. He founded Gibson with a commitment to quality, innovation, and service. Now led by his three sons, Gibson strives every day to uphold this legacy and further successes for our partners.

We pride ourselves on being in-tune with our customers' needs amidst changing market conditions, whether we're developing private label programs, multi-category assortments or branded collections. We appreciate your interest in our company and welcome the opportunity to discuss how we can address your needs!





## Our Mission

Joy through  
cooking  
and dining

## The Gibson Advantage

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- **Start-to-Finish Development:** Our product development teams have a proven ability to source, build and launch branded programs and exclusive merchandising statements from the ground up.
  - **Creative Vision:** Led by tabletop fashion icon, Laurie Gates, our creative teams of surface, graphic and packaging designers drive impactful, trend-forward collections.
  - **Manufacturing Expertise:** Our network of over 300 production facilities, 18 worldwide offices and exclusive factory relationships allow us to offer the best products at the lowest cost.
  - **Quality Assurance:** Our rigorous commitment to quality starts with QA/QC departments at each geographic factory location and ends with a stateside in-house testing lab to ensure durability and safety of all finished products.
  - **Inventory Agility:** 1.7 million square feet of warehouse space and an experienced logistics team keep inventory levels high for on-demand, on-time and in-full shipments.
  - **Export Expertise:** Our mature supply chain and global network of sales representatives give us an unmatched ability to deliver quality products to almost any market around the world.
  - **Trusted Partner:** Brands like Martha Stewart, Chrissy Teigen and Oster trust us to develop and deliver products that expand their reach and enhance their followers' overall brand experience and connection.
  - **Online Favorite:** Our drop ship capabilities make us a favorite for e-commerce outlets. Our products are bestsellers across market-leading sites such as Amazon, and our roster of brands includes blue chip influencers with massive social media followings
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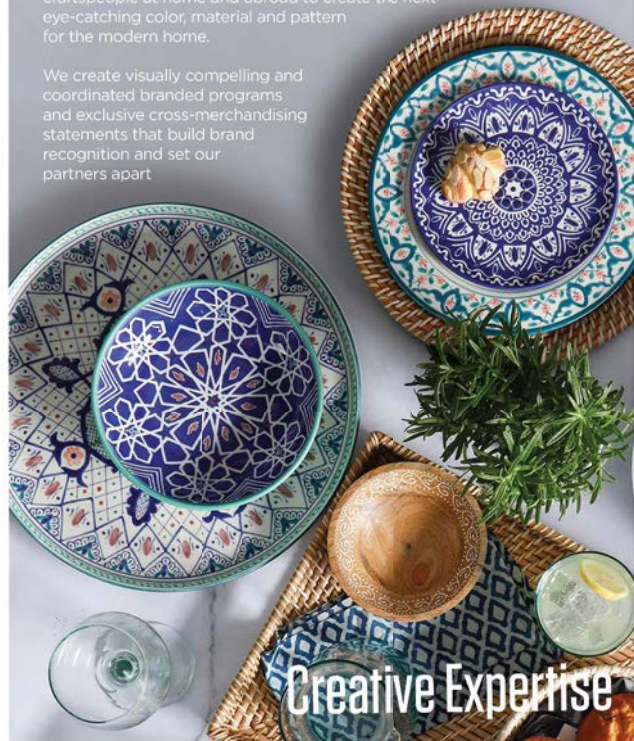
# Multi-Category Abilities

Few can do what we do. With expansive long-term partnerships with hundreds of factories around the world, we're able to develop, manufacture and ship almost any type of housewares or tabletop product—from glass, to ceramic, to cast iron, to wood.



Led by iconic designer Laurie Gates, our creative team develops trend-forward, relevant and innovative product introductions offering exceptional value. We work with artisans and craftspeople at home and abroad to create the next eye-catching color, material and pattern for the modern home.

We create visually compelling and coordinated branded programs and exclusive cross-merchandising statements that build brand recognition and set our partners apart



Creative Expertise

# Manufacturing

Close relationships with over 300 factories worldwide and 18 offices in Asia give us a decisive advantage in the ever-changing face of global trade. We have part ownership in 3 of the largest factories in Asia, allowing us to offer highly customized solutions for manufacturing, packaging/printing, design and logistics—at unrivaled prices. Our connections help you navigate the increasing pressures of currency fluctuations, tariffs, energy costs and changes in energy costs and policy changes.



We offer soup-to-nuts product development. From branding, to product, to packaging, our abilities make us a one-stop shop for custom programs.

Our expert teams of designers and product developers travel the world to find the freshest inspirations and ideas. We work closely with our retail partners to develop any assortment they need—whether it's for private labels, legacy brands or new product launches. Our technical expertise spans all categories and materials, from mango wood serving boards to artisanal ceramics to cast iron cookware.



## Quality Control

We enforce rigorous QA standards to ensure the safety and durability of all of our products—starting with factory testing overseen by a global Gibson Staff, regular audits, and a well-defined social compliance protocol required of all manufacturing partners—and ending with an in-house testing lab, shipment inspections, and comprehensive after-sales service for customers.



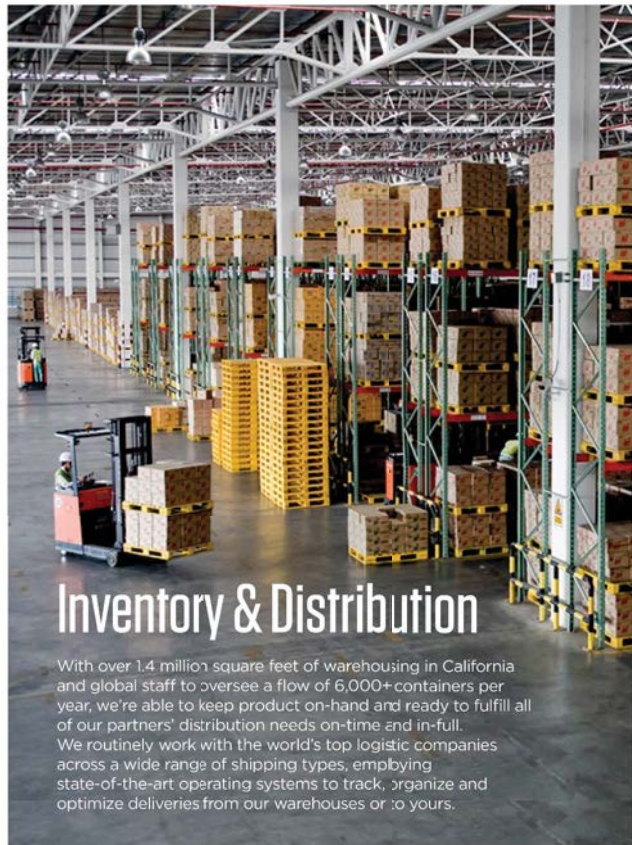


## Logistics

We are proud to provide best in class logistical support to our retail partners. Our operations team has shipped thousands of containers to customer warehouses and ports of choice all over the world. As international freight transport experts, we maintain well-established Direct Import (DI) and Port of Entry (POE) programs.

## Export Sales

Logistics expertise, regulatory know-how, and a multinational sales force let us reach markets others simply cannot. We regularly supply global retailers with direct import shipments, expanding our brands' reach into new places hungry for quality products. Places like Latin America, where we supply Oster products—most recognized brand names on the continent.



## Inventory & Distribution

With over 1.4 million square feet of warehousing in California and global staff to oversee a flow of 6,000+ containers per year, we're able to keep product on-hand and ready to fulfill all of our partners' distribution needs on-time and in-full. We routinely work with the world's top logistic companies across a wide range of shipping types, employing state-of-the-art operating systems to track, organize and optimize deliveries from our warehouses or to yours.

# Sales Support

Our business development teams lead the industry with experience and expertise. An in-house sales team and over 140 global sales agents offer unmatched sales and service capabilities to our customers throughout The Americas, Europe, Africa, and Asia Pacific.



## Our People

People are our #1 priority. Our team of 450 dedicated individuals make us who we are and ensuring their well-being is always top-of-mind. We're proud to support personal and professional growth through exhaustive training, mentor programs, and leadership development courses. We offer competitive salaries and benefits and seek out diverse talent in all departments.

# We Are Trusted by

As an industry leader in private label programs, we are dedicated to building brand recognition and product diversification for our retail partners. Our core belief is that when our retailers are successful, we are successful.



# Awards

Gibson's industry-leading abilities have earned the highest accolades in the tabletop and housewares industry, including Walmart's Supplier of the Year Award in 2015 and the NPD Group's Top Increase in Market Share, Tabletop 2016 Award. Our retail partners have recognized Gibson's unrelenting commitment to style, innovation, and value. We're proud that Walmart, Target, Amazon and other leading retailers support our four decade-long legacy and look forward to sharing the Gibson Advantage for many years to come!





- Drop shipment experts
- Online bestsellers
- Leading online cooking/  
lifestyle influencers
- Packaging innovation

Two large, blue, rounded rectangular buttons are positioned on the right side of the text area. The top button contains the word 'Drop' in white, and the bottom button contains the word 'Shipping' in white.

## Ecommerce

With ecommerce sales growth exploding, we've quickly become an online leader. Our drop shipment capabilities have made us a favorite amongst online retailers with bestselling products across many categories.

To support online growth, we are implementing innovations in packaging design for more efficient shipping, agile inventory systems for on-time delivery, and cloud-based product and customer management systems that give us a competitive edge on the digital shelf.

Our portfolio of leading influencers and lifestyle celebrities make our products as relevant as ever to young audiences, offering viral appeal with exciting placement opportunities.



# Marketing & Licensing

Our strategic brand marketing and licensing expertise have made us a preferred partner for many national brands and private label programs. We offer ground-up branded product development and the market know-how needed to launch relevant and differentiated programs across a wide variety of product categories and merchandising statements. Named one of License Global's Top 200 licensees, our portfolio includes many highly-recognized brands, private label programs, and leading lifestyle influencers that trust us to produce quality assortments and elevate their brands—in-store and online.

# CREATIVE MERCHANDISING



THE WALL STREET JOURNAL

Bowls Are The New Plates

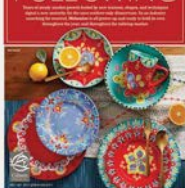


By [unreadable] | [unreadable]

It's a trend that's been brewing for some time now, but it's finally here: the bowl is taking over the plate. In a market where consumers are looking for more versatile and functional pieces, the bowl has emerged as a key player. From breakfast to dinner, the bowl is proving to be a versatile and practical choice. This shift is driven by a desire for more casual and comfortable dining options, as well as a focus on health and wellness. The bowl's ability to hold a variety of foods, from soups and salads to grains and proteins, makes it a popular choice for many consumers. As a result, brands are investing heavily in bowl designs, creating a wide range of styles and materials to meet the demand. This trend is expected to continue, as the bowl remains a versatile and functional piece that fits well into modern lifestyles.

HFN

MELAMINE IN FULL SWING



HOMEWORLD





- 98% aided awareness; reaches 100M people per month
- 35+ years of quality consumer products and beloved TV, print, streaming appearances
- Authentic. Trusted. The original lifestyle expert and educator
- We're proud to extend Martha Stewart's decades of excellence as the original celebrity home brand. Working with Martha and her team, we developed a new collection of thoughtfully designed kitchen and entertaining essentials that expand the brand to new audiences while staying true to her iconic roots.



- Super influencer: 30M Instagram followers, 13M Twitter
- World renowned tastemaker with huge impact across fashion/design magazines, TV, streaming and commercials
- The most talked about, relevant and compelling voice in the Millennial market.
- Venturing into licensed housewares products for the first time, Chrissy trusted us to distill her casual style and cooking philosophy into a new collection of functional and fashionable kitchen go-tos.

*Cravings*<sup>™</sup>  
by  
**CHRISSY TEIGEN**





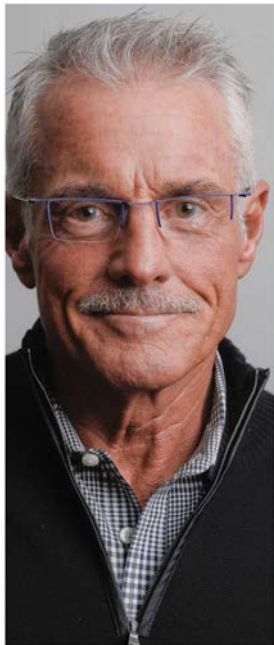
- Celebrity and lifestyle influencer with a loyal following of young and diverse home chefs
- Large social media follow, strong appeal to young mothers
- Accessible and engaging content that inspires culinary creativity and effective solutions
- Tia worked with us to develop a program of housewares essentials that fit into her life as a modern mom. From colorful dinnerware, to fuss-free cookware, this collection captures Tia's unique style in a pretty and practical multi-category statement

Spice  
BY  
TIA MOWRY



- As food content grows increasingly popular, Babish has one of the most successful food channels on YouTube- Binging with Babish
- 8M+ YouTube subscribers; 65M views/month, 300M minute watched/month, 140K engagements per video, over 1B views on his channel
- Teaches and inspires his audiences to be more confident and creative in the kitchen, while entertaining and connecting to pop culture.
- We teamed up with Babish to create a brand that's tailor-made for online impact. Durable essentials that pair perfectly with his viral content and cooking wisdom

BABISH™



- Exceptional designs from an industry icon
- Trusted by high-end retailers for decades
- Beautiful, functional products with cross-generational appeal
- On-trend product that supports the increase of cooking and entertaining at home
- One of tabletop's biggest names, Laurie Gates joined Gibson to continue his brand's legacy of quality and craftsmanship



LAURIE  
GATES®  
*California Designs*



- The reactive glaze tabletop leader
- Trusted expert with a proven track record at retail
- Aspirational, attainable product
- On-trend, affordable options for the casual table
- The premier source for reactive glaze and hand-painted ceramics, Gibson Elite brings artisan craftsmanship to the everyday



GIBSON  
elite



- Style standout, in-store and online
- Multicategory products with fashion and function
- Made for everyday living, Gibson Home delivers durable essentials that have become kitchen aisle staples across retail channels.



## SOHO LOUNGE

- 10+ years as best-selling dinnerware collection
- Modern, multicategory products with sleek designs and durable construction
- Developed at Gibson, SOHO Lounge has become an e-commerce favorite. Now, with expanded categories there are more offerings than ever of this online favorite.





- Almost 100 years of consumer trust and affinity
- Strong brand equity with 78% brand awareness overall and a strong legacy with the Hispanic Consumer.
- Durable and versatile products for today's home cooking and entertaining environment
- We're proud to be trusted to uphold one of America's oldest kitchen brands, while expanding it into new markets in Latin America and beyond



Oster



- Exceptional brand awareness (89%)
- 35 years of consumer trust and retail success
- Synonymous with "Slow Cooking" but relevant across all cooking segments
- We've expanded this heritage brand into new categories like cast iron and bakeware, bringing delicious and comforting meals to more and more homes.



crockpot





- America's #1 most trusted coffee brand
- 94% unaided brand awareness in the U.S.
- Convenient tea & coffee solution for active, on-the-go lifestyles
- Our expert product developers create a steady stream of new and innovative products for the fast-moving coffee and tea landscape, keeping this household brand name fresh and exciting.



Mr. Coffee



- 100+ years of trust and success
- Strong consumer awareness with a presence in 1/3 of American households
- Iconic brand with almost universal brand awareness
- Effortless performance makes your cooking and life more efficient
- Reliable products that empower you to be amazing



Kenmore





- 68 years of beloved stories, unforgettable adventures
- Iconic characters with 99% global awareness
- Useful products that brighten your day with whimsical charm and family-friendly fun
- Instantly recognized characters and branding
- Decades of syndicated Print, TV, and Film presence



**PEANUTS**

www.peanuts.com  
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- One of the world's top 10 brands
- 95% global brand awareness
- Nostalgic, family-friendly products for outdoor entertaining and on-the-go
- Iconic brand with a broad, enthusiastic base
- Instantly recognized brand trusted by millions across the globe
- High levels of consumer awareness and brand affinity





LAURIE  
GATES®

GIBSON  
elite

GIBSON  
HOME®  
Since 1979

SOHO  
LOUNGE



Cravings®  
by  
CHRISSY TEIGEN

Spice  
by  
TIA MOWRY

BABISH™

*Oster*

crockpot.

*Mr. Coffee*

Kenmore.

*Sur la table*

*Coca-Cola*

PEANUTS®