



New eResources for Kitchenware & Gourmet Kitchenware Retailers Wilshire Industries launches two B2B websites for retail buyers.

San Clemente, CA - October 11, 2010 - Wilshire Industries LLC, a specialty consumer products company, has launched two new websites for their retail buyers. WilshireIndustries.com, the corporate site integrating five brands and 200 products. The second site is IslandBamboo.com featuring their signature brand, the largest selection of eco-friendly bamboo kitchenware.



www.WilshireIndustries.com



www.IslandBamboo.com

"By providing comprehensive eResources we are more responsive to our customers," says Dan Sudakoff the VP of Sales & Marketing at Wilshire Industries. These sites give retail buyers from department stores to gourmet shops the ability to seamlessly browse and share with their teams, over 200 products across five brands. The sites are easy to navigate, include interactive product catalogs and provide inspiration for retailers interested in designing a custom line for private label.

Since 1969, Wilshire Industries has been building relationships with retailers and increasing design and manufacturing capabilities that support a superior customer service experience. They have now turned attention to their online presence, showcasing for retailers; new products, innovative packaging, retail display options, showroom locations, industry tradeshows, product demonstrations and retailer promotions that will be regularly updated.

Executives at Wilshire Industries are enthusiastic about their new marketing initiatives. "We have cut the time to market for new products. As a result, printed catalogs can become quickly outdated and these electronic resources reduce time and cost associated with updates while keeping our customers informed." adds Steve Sudakoff, President. This comes on the heels of a label and packaging system re-design that minimized the amount of packaging used across each brand and has resonated with retailers and consumers alike.

About Wilshire Industries

Wilshire Industries, LLC specializes in the design, manufacture and import of consumer products. Our Island Bamboo and HUE Bamboo brands are known as the largest collection of eco-friendly bamboo kitchenware. HUE Kitchen and Elizabeth's Garden are our newest and fast growing brands that include tools, gadgets and soft goods for kitchen and garden. For entertaining and gift giving Island Hand Carved rounds out our offering.

Founded three generations ago, we continue to build on a reputation of giving our retail partners what they need to meet market demand. We invest in manufacturing and customer service activities that deliver value through superior, consistent product quality and have proven profitable in diverse retail environments. From our home in Southern California, our team services retailers worldwide with a selection of over 200 products that are manufactured to the highest quality standards, packed for accuracy and delivered on time. For more information, please visit www.wilshireindustries.com.

For more information contact:

Tatemya Douglas
800.456.4152 x201
tatemya@tjdouglasconsulting.com