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JB Cumberland PR to Keep Media in the (food)loop® Fusionbrands® Chooses JBC PR as Public Relations Partners



(New York, New York – Fall 2008) Seeking to establish brand recognition within the housewares industry and among consumers after forming a relationship with a new distributor in 2007, the creators of Fusionbrands® selected JB Cumberland Public Relations as their agency of record in June 2008. After the success of their first product, **thefoodloop®**, Fusionbrands has grown and expanded their product line to include such innovations as the award-winning **poachpod®** and immensely recognized **iceorb®**. Given the multitude of kitchen solutions that Fusionbrands offers, JBC PR was a perfect fit to represent the company based on the firm's experience and past successes establishing new consumer brands in home and food industries.

The agency's strategic objective for the campaign is to establish Fusionbrands as a brand to watch in the marketplace. JBC PR will accomplish this goal by drawing both media and consumer attention to the playful and practical Fusionbrands products which make everyday tasks easier, faster and more pleasurable. Initially, JBC PR introduced and generated buzz within consumer media via a series of product introductions, positioning Fusionbrands as a reliable name for great design and playful, innovative products.

Fusionbrands has philosophy of "do it different and do it often" and JBCPR looks forward to relaying that message to the public throughout the tenure of the campaign.

About JB Cumberland Public Relations

JB Cumberland PR was established in New York City more than 20 years ago in response to a clear need and opportunity to establish communications between the media – who need outstanding products and story ideas – and the manufacturers of quality consumer products, who want a better way to launch their brands and generate awareness and respect among discerning US consumers. Today JB Cumberland PR continues to be recognized for developing well-planned, strategic campaigns that contribute notably to the sales growth and brand recognition of its home, gourmet and lifestyle clients.