

Amerock's Allison Value Hardware™ Collection

Amerock® is celebrating 80 years as an innovator and style partner in the decorative hardware industry with its largest launch to date, unveiling five new collections and more than 330 new products. Switching out cabinet hardware is the quickest, most affordable way to refresh and personalize the kitchen. Amerock's newest style, finish and size introductions provide numerous opportunities for designers and homeowners to personalize and enhance the appearance of the kitchen while increasing the functionality within the space.

ALLISON VALUE HARDWARE STYLE:

From rustic to modern-day casual to sophisticated beauty, the Allison Value Hardware collection offers a variety of designs, making fashionable, quality hardware affordable.

ALLISON VALUE HARDWARE DESCRIPTION:

Adding depth and breadth to the Allison Value Hardware collection, Amerock has introduced 36 new product options. The Allison Value Hardware collection offers a variety of designs and finishes, providing great style at an affordable price.

ALLISON VALUE HARDWARE SIZES:

The Allison Value Hardware collection offers 12 unique sizes including:

- Standard and oversized knob
- 3 inch, 96mm, 128mm and 160mm pulls
- 8 inch, 12 inch and 18 inch appliance hardware

ALLISON VALUE HARDWARE FINISHES:

- Graphite: Provides a professional feel with a darker, industrial take on steel.
- Satin Nickel: This popular, versatile finish has a softly-brushed appearance.
- Oil Rubbed Bronze: A dark and luxuriously rich finish that draws the eye.
- Weathered Nickel: A slightly weathered appearance and subtle grey tone exudes nostalgic charm.

ALLISON VALUE HARDWARE DESIGN INSPIRATION:

- The demand for personalization and coordination in the kitchen continue to grow, especially with more homeowners matching fixture and hardware finishes.
- Designers are also seeking elongated hardware to suit homeowners' increasing functional needs¹.

MSRP:

\$3.20 (knobs) and \$4.20 - \$105.20 (pulls)

AVAILABILITY:

Available starting May 2009 in retailers nationwide

WEB SITE:

www.amerock.com

E-KIT:

www.marketingsupportpr.com/epk/Amerock

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¹ Kitchen & Bath Design News' September 2008 Product News Report, "Flash and Function"

