

Amerock's Blackrock 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.

BLACKROCK STYLE:

Eclectic – Anything goes, as long as it goes together. The new Blackrock collection fits comfortably anywhere from a utilitarian galley kitchen to a contemporary cottage kitchen.

BLACKROCK DESCRIPTION:

The sleek simplicity of the new eclectic Blackrock collection boasts 36 new product options including standard and oversized knobs in round and square forms and a new pendant knob.

BLACKROCK SIZES:

The Blackrock collection offers 12 unique sizes including:

- A standard knob and oversized knob in round and square
- A new Amerock exclusive pendant knob with a unique patented design quality-engineered to stop before hitting your cabinet, preventing surface damage.
- 3 inch, 96mm, 128mm and 160mm pulls
- 8 inch, 12 inch and 18 inch appliance hardware

BLACKROCK FINISHES:

- *NEW* Black Bronze: Designed to coordinate with the latest designs in kitchen cabinets, appliances, lighting designs and color palettes, Black Bronze intrigues with a strong authentic finish.
- Satin Nickel: This popular, versatile finish has a softly-brushed appearance.
- Oil Rubbed Bronze: A dark and luxuriously rich finish that draws the eye.

BLACKROCK DESIGN INSPIRATION:

- Designers are leaning toward clean, bold lines and simple geometric shaping in decorative hardware¹. Amerock coined the term “tailored eclecticism” in response, designing the Blackrock collection for creative designers and homeowners craving the opportunity to mix and match separate statements and blend them into a well-balanced space.

MSRP:

\$3.97 (knobs) and \$4.97 - \$130.47 (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"

