

## Amerock Unveils 5 New Trend Collections to Celebrate 80<sup>th</sup> Anniversary

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 trend 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.

### **REVITALIZE COLLECTION:** *New Traditionalism – A modern approach to the classics.*

With a renewed interest in classic design elements, the Revitalize collection from Amerock focuses on function and a revived spirit of new traditionalism. A harmonious medley of design elements and styles, Revitalize enables creative expression with three coordinating knobs, 12 unique sizes and three distinct finishes including the new Gilded Bronze. *MSRP: \$3.99 (knobs) and \$4.99 - \$129.99 (pulls)*



### **RIVA COLLECTION:** *Contemporary – The beauty of a straight line*

Emphasizing the beauty of a straight line, Riva boasts minimally adorned surfaces adding a dramatic element to a crisply tailored modern home. Bold contrasts in materials and colors, exotic veneers and long unbroken lines blend contemporary indulgences with a touch of formal elegance to create this urban-inspired style. With eight sizes and two finishes the Riva collection's minimalist appearance showcases stand-out design. *MSRP: \$3.69 (knobs) and \$4.19 - \$129.99 (pulls)*



### **HIGHLAND RIDGE:** *Transitional - Simple yet Sophisticated*

Cottage-chic gets a New England twist with Amerock's Highland Ridge collection. Period-accurate touches such as cabinet latches add quality, refined beauty and function; elements such as oversized backplates and the exposed screws on the cup pull and latches create a sense of contemporary class. Twelve sizes and three finishes including the new Dark Oiled Bronze offer casual opulence with lasting character and charm. *MSRP: \$7.50 (knobs) and \$8.50 - \$149.99 (pulls)*



### **BLACKROCK:** *Eclectic – Anything goes, as long as it goes together*

The sleek simplicity of the new eclectic Blackrock collection boasts standard and oversized knobs in round and square forms. The collection also features a new pendant knob with a unique patented design quality-engineered to stop before hitting your cabinet, preventing surface damage. With 12 unique sizes and three distinct finishes including the new Black Bronze, Blackrock fits comfortably in any kitchen from a utilitarian galley to a contemporary cottage. *MSRP: \$3.97 (knobs) and \$4.97 - \$130.47 (pulls)*



### **ALLISON VALUE HARDWARE™:** *Great style at an affordable price*

Expanding the depth and breadth to the Allison Value Hardware collection, Amerock has introduced a new product assortment of 36 new skus. The Allison Value Hardware collection offers a variety of designs and finishes, providing great style at an affordable price. *MSRP: \$3.20 (knobs) and \$4.20 - \$105.20 (pulls)*



### **AVAILABILITY:**

Available starting May 2009 in retailers nationwide

### **WEB SITE:**

[www.amerock.com](http://www.amerock.com)

### **E-KIT:**

[www.marketingsupportpr.com/epk/Amerock](http://www.marketingsupportpr.com/epk/Amerock)

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