



## Amerock's Riva 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.

### RIVA STYLE:

Contemporary: A focus on the beauty of a straight line. The Riva collection creates a minimalist appearance showcasing stand-out design.

### RIVA DESCRIPTION:

The Riva collection adds a dramatic element to the crisply tailored modern home, offering 16 new products ideal for completing a minimalist look. Bold contrasts in materials and colors, exotic veneers and clean lines blend contemporary indulgences with a touch of formal elegance to create this urban-inspired style.

### RIVA SIZES:

The Riva collection offers 8 unique sizes including:

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

### RIVA FINISHES:

- Graphite: Provides a professional feel with a darker, industrial take on steel.
- Satin Nickel: This popular, versatile finish has a softly-brushed appearance.

### RIVA DESIGN INSPIRATION:

- Riva was inspired by a resurgence of interest in contemporary living at the forefront of home and kitchen décor<sup>1</sup>.
- Similar to a dramatic, boutique hotel room, key details in this contemporary trend include the contrast effect of light versus dark, bold patterns, elemental shapes and clean lines.
- The use of luxurious and natural materials in simplistic forms and a focus on the formality of a line as a design element make Riva a sought after look for the most sophisticated palette.

### MSRP:

\$3.69 (knobs) and \$4.19 - \$129.99 (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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<sup>1</sup> Kitchen & Bath Design News' September 2008 Product News Report, "Flash and Function"

