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NEW AMEROCK WEBSITE DESIGNED TO INSPIRE AND SIMPLIFY SEARCH FOR DECORATIVE HARDWARE

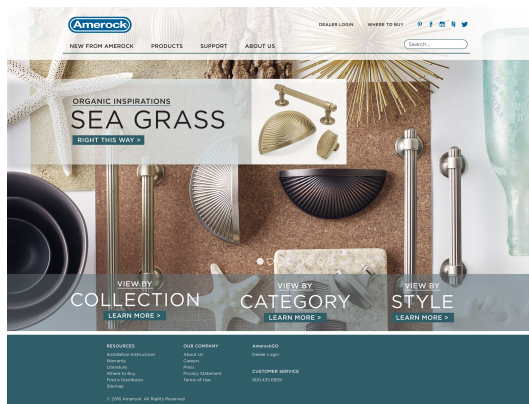
Industry Leader Makes Finding the Perfect Finishing Touches Easy and Enjoyable

Mooreville, NC, August 29, 2016—Anybody who has ever spent time hunting for the perfect pull, knob or handle will delight in exploring www.amerock.com, the new, inspirational, and easy-to-search website designed by the industry leader in decorative hardware.

The company's recently launched redesigned website enables designers, decorators and do-it-yourselfers to quickly and easily complete projects with an expansive assortment of fashion-forward decorative hardware products in the most sought-after finishes at their fingertips.

Known for decorative and functional hardware solutions that allow consumers to express their personal style, Amerock has specialized in quality designs at affordable prices for decades. With over 70 hardware collections to choose from, the website's new features transform the decorating experience with fast and intuitive search options. Well-thought-out navigational tools like drop-down menus, for example, enable site visitors to search by style, finish, type of hardware and category, whether decorative cabinet hardware, bath hardware, hooks, wall plates or functional items like drawer slides.

At the same time, inspirational trend boards, detail shots and a plethora of magazine-quality, lifestyle images that illustrate how the hardware looks in actual room settings stimulates and encourages creativity.



Emphasizing the latest in home décor trends, the new site highlights a number of the metallic finishes winning rave reviews this season, from the warmth and glamour of Golden Champagne to the sheen of Gun Metal and the understated elegance of Oil-Rubbed Bronze and Satin Nickel. Click [“What’s New”](#) for Amerock’s latest additions, such as the nature-inspired [Sea Grass Collection](#), featuring the flowing,

organic lines and textures currently influencing upscale coastal décor, the dramatic geometric patterns of the [Davenport Collection](#), and classic quatrefoil designed [Grace Revitalize Collection](#) indigenous to ancient Morocco. There are also beaded looks reminiscent of architecture in the roaring '20s, and modern, grooved, stepped-edge pulls with frosted acrylic inserts among the many swoon-worthy style stories here.

“The right choice in stylish hardware instantly elevates any design project, serving both a functional and a vital aesthetic role,” says Tracey Amadio, vice president of sales and marketing for Amerock. “As an integral element of any room’s design, we’ve worked hard to create a site that is both visually engaging and educational, with practical tools that eliminate the guesswork and make finding the perfect hardware a pleasure, from identifying what’s new to where to buy. Of course, the site adjusts vertically and horizontally to adapt to any device and everything is printable—making it easy to add decorative hardware choices to an existing design plan. There are even installation templates to ensure the finished project turns out exactly as envisioned!”

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Always Creating. Always Timeless. Always Amerock.

Amerock’s award-winning decorative and functional hardware solutions have built the company’s reputation for chic design accessories that inspire homeowners to express their personal style. Available in a variety of finishes and styles, Amerock offers high quality designs at affordable prices. Founded in 1929, Amerock is headquartered in Mooresville, NC. For additional information please visit www.amerock.com, [Facebook](#), [Pinterest](#), [Twitter](#), [Houzz](#) and [Instagram](#).

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