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## FOR IMMEDIATE RELEASE:

### **Hickory Hardware® Debuts New Collections at National Hardware Show** *Market Leader in Hardware Design Introduces New Collections Focusing on the Retail Customers*

**Grandville, MI** (May 3, 2017) – Hickory Hardware, well-known for its decorative hardware designs and a company that has been setting the trends since 1893, will debut eight new collections at the National Hardware Show from May 9-11, 2017 in Las Vegas, NV. As a division of Belwith Products®, Hickory Hardware is an industry-leading brand in decorative and functional products for retailers and homeowners alike. Displayed in Booth #5647, the new collections will focus on unique, trend-forward designs in various sizes, tailored to the DIY homeowner.

Hickory Hardware strives to stay ahead of consumer trends with cutting edge design and inspirational style. With in-house designers, master craftsmen and engineers integrating both design and technology to craft complete home solutions, Hickory Hardware celebrates quality and value with new collections in a wide range of lengths and finishes.

“Since 1893, Hickory Hardware has been providing first class style, quality and fine details to our customers,” said Tim Emmitt, president of Belwith Products. “We have numerous finishes to complement all types of wood or color cabinetry tones, with our designers constantly brainstorming new finishes to support the newest trends.”

The design process begins with the designers immersing themselves in the fashion and furniture world, then translating these trend-spotting themes into cabinet hardware designs with popular finishes. The new collections are derived from trend-leading inspirations, organic lines found in nature and contemporary architecture:

**Twist:** The Twist collection evolved from organic lines found in nature and contemporary architecture. The harmonious spiral and undulating curves cause luminous contour that is pleasing to the eye.

**Crest:** Inspired by curvatures prevalent in mid-century modern design. Organic but symmetrical, simple, but with a touch of character. The slight curves add refined elegance to any contemporary style.

**Skylight:** The Skylight collection was inspired by contemporary kitchen design. It distills the elements of architecture to its simplest forms: the square and the 90 degree angle. This collection embodies the balance of proportion.



**Pipeline:** The Pipeline design is rooted from industrial-style, mimicking salvaged elements from historic warehouses. The beautiful, rustic finishes are inspired by discarded and often discredited object. Pipeline revives industrial style into a functional and unique design.

**Midway:** When it comes to acrylic décor, one thing is crystal clear: accessories made from this material are undeniably chic. Highlight your cabinets with Midway's "barely there" style.

**Studio in Copper:** Nineteenth century pioneer of the simple, modern aesthetic, Christopher Dresser featured geometric forms with a touch of Eastern influence as the hallmarks of his studio. This collection features versatility which allows a wide variety of usages: now in lengthened sizes and a new polished copper finish to add simple sophistication to any environment.

**Velocity:** Inspired by dynamic, graceful forms first developed in the automotive and aeronautical industries, Velocity embodies purist and stylishly sophisticated designs that add a distinctive elegance to any room.

**Streamline:** Embracing minimalist style, Streamline flows seamlessly into modern décor.

Additionally, there are three new extensions that are longer lengths to popular collections recently launched in October 2016 that will also be displayed at the show:

**American Diner:** This crisp, fun collection of retro inspired hardware designs represent diner stools and ridged pulls with a soft, graceful arc. Influenced by the American diner era, the simplistic shapes give any room a classic 50's vibe with a modern twist, now in longer sizes.

**Bridges:** The Bridges collection was inspired by the great wonders of the architectural world, resembling bridges and the details from rails, elevation and arches. The crisp edges and strong lines make this pull an excellent choice for a clear, yet unique design in longer lengths.

**Refined Rustic:** The Refined Rustic collection offers a vast array of rugged, rustic pulls that are perfect for the most adventurous of projects in extended sizes.

Hickory Hardware differentiates itself from other hardware manufacturers by gathering inspiration from global trends. Belwith Products has hundreds of years of staff experience, a living library of designs (dating back to 1900), and a passion to develop unique, inspired hardware. This positions the brand as the industry leader in kitchen cabinet, architectural, and furniture hardware.

Members of the media looking to learn more about how the Hickory Hardware brand is evolving or to experience the new collections, please contact Kristen Jenkins at [kjenkins@stonerbunting.com](mailto:kjenkins@stonerbunting.com) to set up an appointment.



**About Hickory Hardware®**

Belwith Products' Hickory Hardware division strives to provide customers with a variety of door, drawer and cabinet hardware in trend-leading styles and finishes. Propelled by highly experienced designers, engineers and master craftsmen, the company offers an extensive product assortment of the highest quality decorative cabinet, door, security and builder's hardware. Hickory Hardware is part of the Belwith Products® division brands that include Belwith-Keeler®, Keeler® and First Watch® Security. For more information, call 1-877-556-2918 or visit [www.hickoryhardware.com](http://www.hickoryhardware.com).

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