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**FOR IMMEDIATE RELEASE:**

**Hickory Hardware® Helps Retailers to Be “Forward Thinkers”**  
*Brand Sets Design Trends that Consumers Embrace*

**Grandville, MI** (May 3, 2017) – Hickory Hardware is helping retailers bring the latest in home fashion and design to trendy consumers and savvy DIYers by showcasing one of its latest designs in the New Product World®, an awards program that is part of the National Hardware Show, happening May 9-11, 2017 in Las Vegas. Sponsored by the DIY Network, the area showcases the newest innovations and trends in retail, recognizing the next big thing in the hardware and home improvement industry.

From its new collections, the brand will feature its mid-century design inspired Crest Collection in the awards program to be recognized for its aesthetics, uniqueness, fulfilling consumer needs, overall value and packaging/merchandising support. The products will be reviewed and selected by Scott Brun, VP of Programming, DIY Network and winners will be announced on Thursday, May 11, 2017 between 11:15 AM - 11:30 AM on the NRHA Stage.

“The Crest collection is inspired by mid-century modern design. The slight curves add a touch of character to any contemporary style,” said Tim Emmitt, president of Belwith® Products. “With chrome, flat ultra brass and satin nickel finishes available within this collection, retailers are able to provide DIY consumers with more options for knobs and pulls at prices that reflect the value.”

Focusing on unique designs in various sizes, Hickory Hardware is tailored to suit homeowners with a strong interest in DIY projects. The Crest collection provides value for consumers who are keen on staying on top of trends while staying within their budget for projects. 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 the new collections that come in a wide range of lengths and finishes.

By providing inspirational style, Hickory Hardware supports retailers to cater to DIY consumers. Its engineers travel the globe selecting world class manufacturers and maintaining high standards for functional quality, finish and craftsmanship through rigorous physical testing and continual product analysis. This level of tenacity positions Hickory Hardware as the industry leader in kitchen cabinet, architectural, and furniture hardware.

**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<sup>®</sup> division brands that include Belwith-Keeler<sup>®</sup>, Keeler<sup>®</sup> and First Watch<sup>®</sup> Security. For more information, call 1-877-556-2918 or visit [www.hickoryhardware.com](http://www.hickoryhardware.com).

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