



ARCHITECTURAL HARDWARE

**PRESS RELEASE**

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## **Why Should Cabinets Have all the Fun? Ashley Norton lets Appliances in on the Style Game**

**With an impressive array of quality, handcrafted designs and sizes—plus a complete range of coordinating cabinet hardware—Ashley Norton’s appliance pulls make it easy for designers to outfit the entire kitchen in ergonomic style**

**(Pompton Plains, NJ, October 8, 2019)** Ashley Norton introduces a collection of appliance pulls ideal for today’s luxurious kitchen environments. Featuring an abundant array of styles, finishes, and sizes, the collection makes it easier for designers, architects, and homeowners to complete a desired style concept down to the smallest detail. More than just a pretty piece of jewelry for the kitchen, each appliance pull is carefully engineered with the human hand in mind, ensuring that the design is as pleasing to the touch as it is to the eye. With a complete collection of coordinating cabinet knobs and pulls, designers and architects can easily create a seamless look throughout the kitchen.



“We thoroughly consider how each piece of hardware interacts with the human hand and base dimensions on what’s required for maximum comfort. This careful consideration of touch and feel sets us apart from other hardware manufacturers. Every appliance pull feels pleasant to the touch with a robust sturdiness that’s comfortable above all else,” says Ashish Karnani, Vice President of Ashley Norton, pointing out that each pull is buffed and polished to perfection.

Variety is the name of the game with Ashley Norton's appliance pulls. Whereas most manufacturers offer limited size options, Ashley Norton's wide array of lengths make it easy to create a fully customized look. With Bronze pulls available in 9", 12", 18", and 24" lengths and Brass pulls coming in 12" and 18" lengths, there's a size suited for every appliance, from dishwashers to oversized professional-style refrigerators.



With plenty of style and finish choices, Ashley Norton streamlines the design process, making it easy to specify all of the kitchen knobs and pulls needed for a coordinated look throughout the room. The collection includes bronze pulls (such as the sleek and modern **Apollo** and the classic and clean-lined **Bar**), brass designs (including the Mid-Century Modern-inspired **Bauhaus** and the timeless **Durham**), plus an array of additional styles designed to fit virtually any stylistic concept. Brass finishes include Satin Nickel, Dark Oil Rubbed, Polished Chrome, Polished Nickel, Satin Brass, Polished Brass, Satin Chrome, Flat Black, and Unlacquered Brass, while Bronze finishes come in Dark Bronze, Light Bronze, Matt Black, White Bronze and White Medium.



**Top: Bar appliance and coordinating cabinet pulls;**  
**Bottom: Durham appliance and coordinating cabinet pulls**

Like all Ashley Norton architectural hardware elements, each appliance pull is cast from the finest art grade bronze or hot forged from solid brass. Brass 12" Appliance Pulls start at \$170 and Bronze 9" pulls at \$200. The entire collection of Ashley Norton architectural hardware is available at leading kitchen and bath dealers throughout the United States.

### **About Ashley Norton**

Established in 1987, Ashley Norton offers a vast collection of handcrafted architectural hardware to suit even the most discerning designers and homeowners. Using only the finest art quality Solid Bronze and Solid Brass, our highly skilled craftsmen produce each piece in the collection, including interior handlesets, entry handlesets, cabinet pull handles, cabinet knobs, appliance and door pulls, bath hardware and other home accessories. The resulting one-of-a-kind texture and patina makes each individual element a personalized work of art. From contemporary to traditional, the array of designs, finishes, and styles we offer allows one to make a cohesive design statement throughout the entire residential, commercial, or hospitality project. We're proud to offer one of the most diverse collections of architectural hardware in the industry, always with a focus on environmental responsibility and impeccable customer service. In addition to today's finest homes, our products can be found in Wynn Las Vegas, Wynn Macau, Treasure Island, The Bellagio, Beau-Rivage, and the Ritz Carlton, Naples. For more information about Ashley Norton call 1-800-393-1097 or visit [AshleyNorton.com](http://AshleyNorton.com).

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