## PRESS RELEASE

Contact: Holly Berecz duehr & associates 1902 Wright Pl, Ste 200 Carlsbad, CA 92008 (760) 918-5622 holly@duehrandassociates.com



# New at KBIS: Ashley Norton's Expanded Architectural Hardware Collections Blend Ergonomics and Style

From mix-and-match door hardware to an expanded variety of cabinet and appliance hardware, each piece is carefully designed for beauty and maximum comfort



(Pompton Plains, NJ, January 20, 2020) A sophisticated blend of ergonomics and style defines the new architectural hardware collections from Ashley Norton debuting at the 2020 Kitchen and Bath Industry Show (KBIS). Inspired by the shape of the human hand and designed to infuse a sense of modern luxury into any environment, the new pieces offer unique ways for designers and architects to make a personalized statement both inside and out. From a new series of door hardware that includes entry door sets, interior door sets, and multipoint sets all available in a multitude of finishes, to a vast collection of cabinet hardware and appliance pulls in a wide range of sizes, the expanded lines help make the ultimate design statement.

#### **New in Bronze**

Beautifully sculptural, yet comfortable in hand, the new series crafted from art-grade bronze can be paired with a variety of plates and roses for a truly personalized look. The vast array of door levers, door knobs, cabinet pulls, appliance pulls, cabinet knobs and new bath hardware options allow designers and architects to select the ideal combination for any project. Highlights of the new bronze products include three new levers: the sleek and smooth Alexis, the elegantly detailed Joan, and the slightly more transitional Mason.

## **Mix and Match Door Knobs**

Ashley Norton's new collection of solid brass and art grade bronze door knobs create a warm and welcoming entrance anywhere in the home. With multiple style options that can be paired with an array of backplates and escutcheons, and a wide selection of handcrafted finishes, the knobs coordinate with virtually any style of décor. A go-to treasure chest for designers, architects, builders, and homeowners looking to create a completely personalized look, the collection offers the ultimate expression of comfort and style.





Top: Richmond Knob in Polished Nickel; Bottom: Newport Knob in Dark Oil Rubbed

## **Appliance Pulls: Complete Kitchen Coordination**

Ashley Norton's appliance pulls help outfit the entire kitchen in ergonomic style. With a broad choice of designs, finishes, and sizes, the collection makes it easier for designers, architects, and homeowners to complete a desired style concept down to the smallest detail. Carefully engineered with the human hand in mind, each appliance pull is cast from the finest art grade bronze or hot forged form solid brass. Not only is there a size suited for every appliance from dishwashers to oversized professional-style refrigerators, but there is also matching cabinet hardware for a completely coordinated look throughout the kitchen.

### A Gracefully Aged Finish

Ashley Norton's White Medium finish proves that aging gracefully and naturally is a beautiful thing. Harmonizing with both traditional and modern design themes, the versatile pewter-toned shade is a "living finish" that changes over time and with use. Hand-applied in small batches to each art-grade bronze piece, it develops a patina when exposed to the

natural environment, allowing it to age gracefully throughout the life of the hardware for a one-of-a-kind look.

## **Textured Details for Enhanced Luxury**

Handcrafted Luxe Modern leversets feature either a knurled or reeded detail, adding both visual and tactile interest to a door or entryway. The only part of a door that users touch multiple times a day, the textured levers provide users with a more pleasant and engaging experience—all while speaking to today's desire for modern luxury. The collection offers a choice of unique hash-mark styled knurling, a reeded pattern similar to the ridges found on the side of a dime, or a smooth option.

## **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.

###