



ARCHITECTURAL HARDWARE

**PRESS RELEASE**

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## Ashley Norton’s New Levers Make a Bold Entrance

**Ranging from traditional to contemporary, five new lever designs add a luxurious feel to any door or entryway**

**(Pompton Plains, NJ, January 23, 2023)** Ashley Norton expands their collection of handcrafted architectural hardware with five new lever styles. Joining the company’s Signature Classic Leverset Collection are the traditional Edward, classic Colonial, transitional Cara, sleek Alessa, and curvy Joan. Adding personality and elegance to door and entryways, the ergonomic new styles are available as individual levers or as leversets for interior or exterior use.

“Like a firm handshake, the new levers feel solid, welcoming one with a tactile sense of luxury and sophistication. They also make a bold visual statement, creating a pleasant and memorable experience just by opening a door,” says Ashish Karnani, Vice President of Ashley Norton, who notes that all Ashley Norton levers are spring-assisted to prevent sagging, which can happen with some other brands.

The new levers run the style gamut from traditional and transitional to contemporary. The wide array makes it easy to add Ashley Norton’s solid bronze and solid brass architectural hardware to any style of decor. The Edward lever, available in solid bronze, exudes a traditional flair with fine details that hint



**Ashley Norton’s Classic Leverset Collection, from top to bottom: Edward, Joan, Cara, Alessa, and Colonial**

of its classic past. The Colonial lever, available in solid bronze or solid brass, features refined details reminiscent of a bygone era. The Cara lever, available in solid bronze, blends sleek metal with just a hint of ornamentation. The Alessa lever, available in both solid brass and solid bronze, sleekly combines curves and edges into a modern and minimal design. And the Joan lever, available in solid bronze, is a fluid silhouette that's all about curves.



Joan lever with escutcheon in Natural Bronze patina

All Ashley Norton levers are forged from premium brass or art-grade bronze. Brass levers are available in nine finishes including Satin Nickel, Polished Chrome, Dark Oil Rubbed, Flat Black, Polished Nickel, Satin Chrome, Satin Brass, Polished Brass, and Unlacquered Brass. Bronze levers are available in five patina options including Dark Bronze, Matt Black, White Bronze, White Medium, and Natural Bronze.

Designers and homeowners can mix and match any Ashley Norton lever, with any backplate or rose to personalize their own look. Whether it's interior doors, entry doors, or multipoint sets, one can make a unique design statement anywhere in the home.

Designed for use in high-end residential, commercial, and hospitality projects, Ashley Norton's levers start at \$212. The Signature Classic Leverset Collection, along with Ashley Norton's entire collection of architectural hardware, is available at leading kitchen and bath dealers throughout the United States.

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*—Ashish Karnani, Vice President of Ashley Norton*

## 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 by hand. The resulting one-of-a-kind texture and patina makes each individual element a personalized work of art and our artisan-applied finishes, including the timeless champagne-inspired Natural Bronze "living finish", stand the test of time. From contemporary to traditional, the array of finishes and styles we offer allows one to make a cohesive design statement throughout the entire residential, commercial, or hospitality project. We proudly 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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