

ROCKY MOUNTAIN®

H A R D W A R E

Press Contact:
VP+C
Meghan Dockendorf, 212.966.3759 x.212
meghand@vpcpartners.com

SLIMMER PROFILE PLUS NEW TEXTURED FINISH OPTIONS DEFINE LATEST DOORWARE ADDITION FROM ROCKY MOUNTAIN HARDWARE



(HAILEY, ID—JANUARY, 2017)— “Less is more” has long been a minimalist design principle, and it’s one that Rocky Mountain Hardware has recently put into practice, creating a collection of door sets reflective of the aesthetic. “Edge” is the new arrival, distinguished by an escutcheon that measures 2 inches wide vs. the standard 2.5-inch. This slimmer, narrower style adds a more contemporary choice to Rocky Mountain’s swelling portfolio of products.

“That half-inch reduction actually makes a big difference, yielding a profile that not only is thinner but provides a cleaner and sharper finished look when installed,” explained Christian Nickum, CEO of the award-winning 23-year-old company. “Many of our architect and interior designer clients voiced an interest in having a smaller dimension. We greatly value their input and took this suggestion to heart, plus have incorporated a few other exciting decorative features.”

With the launch of “Edge” also come two new textured finishes exclusive to the series: *Wire* is a tactile as well as visual tease, with a tangle of lines enwrapping the surface; and *Moonscape* has a fluidity that’s frozen in place, created by a bronze over pour in production and resulting in an intriguing motif. In addition to these edgier treatments, “Edge” is offered in four other texture options that have long been in Rocky Mountain’s lineup along with a choice of 10 high quality finishes that are signatures of the brand’s art-bronze construction.

Ideal for residential as well as commercial projects, the “Edge” group includes a complete offering of all door hardware functions—from entry to interior and even sliding.

From the company’s inception, customization has been a core tenet, and it’s especially applicable with “Edge.” Architects and interior designers can specify their style of lever to match with the “Edge” escutcheon plate, plus propose individualized adaptations and modifications to satisfy a client’s tastes and needs. Nickum suggested one of the optimum ways to begin the selection process is to visit the company’s “Design Your Own” digital tool on its website, an easily navigable program for mixing and matching components and deciding choices.

To learn more about Rocky Mountain Hardware and its suite of architectural products visit its new website, www.RockyMountainHardware.com, or social media channels (Pinterest, Facebook, Instagram, and Twitter).

About Rocky Mountain Hardware

Founded in 1994, Rocky Mountain Hardware is a leading manufacturer of bronze architectural hardware. Based in Idaho, it operates three production facilities including one of the few remaining metal foundries in America where its bronze creations are hand-cast using methods passed down by generations of artisans. The range of designs includes door and cabinet hardware, kitchen and bath accessories, tile, plumbing, lighting and more. The company also has extensive custom capabilities as well as a division dedicated to the hospitality industry. Its distribution is global through decorative hardware showrooms. Authentically “Made in the U.S.A.,” Rocky Mountain Hardware products are cast of 90% post consumer recycled materials. www.rockymountainhardware.com.