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LONGLLEAF COLLECTION® DELIVERS UNLIMITED COLOR OPTIONS WITH INTERCHANGABLE FINISHES FOR DESIGNERS

Aberdeen, NC – Longleaf Collection®, the made-in-America manufacturer of standard and custom door and bath hardware, is pushing the color envelope to the limit by introducing a designer-focused service of no-limit color choices and interchange called Colorful Personalities.

“It’s simple,” said Mark Scott, president of Longleaf Collection. “Designers know hardware will be in every room, and until now, they have had to settle for ‘what’s available.’ Our manufacturing capability has produced stunning new color choices for metal where we use existing light with the metal to achieve uncanny results. So now, instead of picking from what’s available in hardware, designers have, for the first time, the ability to ‘create’ whatever they want.”

In addition to the high-quality brass substrate, the finish is very durable and can be sent back to the factory for refinishing for a nominal fee any time someone wants to change color. The hardware is made to last a lifetime but the finishes are interchangeable.

Scott and his company are stretching the spectrum of color, applying it across the board to their full product offering of passage and privacy and single dummy, backplates, levers, knobs, handles, entrance trim sets, hardware door accessories, and cabinet hardware bathroom accessories, and branding them around these various themes:

- **Coastal**
- **Nautical**
- **Natural Multi-tone**
- **Wilderness**
- **Transitional**

Each of these themes will reflect specific choices a designer can make – but without limiting them to color “A” or color “B.” For example, Starlight is the company’s new type of metallic paint, and according to Scott, “is unbelievable with the visual delivery. You can take a black plate background on a knob that has stars in it, and the black heightens the stars on the metal one way. But then change the plate to blue, and the stars will pick up the blue and give you an entirely different experience. We are using light, color and metal to give us an unlimited range of options for designers.”

Longleaf Collection of hardware and bathroom accessories, which includes the Bob Timberlake, Inc. licensed products, contains a large selection of latches, locks, hinges, deadbolts, push and pull hardware, multipoint trim and mortise components, towel bars, towel rings and other bath products. Custom engraving and restoration are available on certain models. Products come in a variety of sizes, shapes and decorative finishes. Longleaf products meet ISO 9001-2000 quality standard and are ISO 14001 compliant and UL listed.

“Give us your vision, and we’ll make it reality,” Scott added. “We bring your design within reach.”

For more information on Longleaf Collection and Colorful Personalities, contact: Longleaf Collection, 9546 Highway 211 E, Aberdeen, NC 28315, call 866-635-7155, or visit www.longleafcollection.com.

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