

# EMTEK

## EMTEK ANNOUNCES NEW PRODUCT OFFERINGS AND STRATEGIC LINE EXPANSIONS LAUNCHING AT KBIS 2022

*The design-focused hardware company presents new products pushing style and trend barriers  
for a modern and high-end living space*



*Rendering of the Emtek Hardware Bar at KBIS 2020*

ORLANDO, Florida -- December 1, 2021 -- [Emtek](#), a leading decorative hardware company based in Los Angeles announces today, the debut of new home hardware products and an expanded collection that will be shown at the 2022 Kitchen & Bath Industry Show (KBIS) in Orlando, Florida from February 8-10, 2022.

The dedicated exhibition space (booth W445) will feature Emtek's vast variety of hardware products across door hardware/accessories and cabinet hardware. With the help of Emtek's Hardware Mixologists, visitors will be able to participate in an interactive experience at the Hardware Bar mixing and matching their own Emtek Select lever, knob, or cabinet hardware showcasing the ease of assembly and the endless customization options. Visitors will be able to take home their customized hardware free of charge.

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A new addition to the 2022 booth, Emtek will showcase their design process with a 3-D printing demonstration to showcase how the brand looks for inspiration in design beyond just door hardware. The 3-D printer will create one custom product prototype design each day at KBIS, including a suited collection of lever, knob, rosette, and door pulls, that will help attendees better understand how this new technology is being used in Emtek's product design story, as well as how it's improving the standard hardware manufacturing process.

Emtek product highlights at KBIS 2022 include the Select Levers and Knobs, Select Cabinet Pulls, Modern Cabinet Backplates, Mix and Match Privacy Thumbturns, The Ace Knob, Manning Lever, and Watford Rosette, along with the expansion of the Studio Brass finishes. The Studio Brass Collection introduces boutique designs, inspired by the world beyond door hardware and is now available in 10 finishes including Pewter, French Antique, Satin Rose Gold, and Matte White.



*Left to Right: Emtek Select R-Bar Lever and Knurled Disk Rosette in Satin Brass Finish; Emtek Select Collection (Handles, Knobs, Levers, and Rosettes)*

“We designed the Studio Brass Collection, which is unique to Emtek, to challenge current styles and pave trendsetting paths in hardware,” says William Zhang, Director of Design & Product Innovation at Emtek. “Our goal is to position hardware as a core facet of the design process evident in the new features and finishes, including the Matte White and Satin Rose Gold both exclusive to this collection.”

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*Emtex Studio Brass Spoke Knob in Flat Black, Polished Chrome, Satin Brass, and Unlacquered Brass*

In addition to Zhang, visitors have the opportunity to meet with members of Emtex's corporate team including Jason Chau, President of Emtex & Schaub, Steve Kamp, Vice President of Sales and Marketing, and Tammi Zelm, Vice President of Customer Experience.

To see Emtex's complete product portfolio, visit [emtek.com](http://emtek.com) or your local Emtex dealer.

## **PRESS CONTACT**

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## **About Emtex**

Door and cabinet hardware is more than just a way to open, close, and secure a space. Since 1981, Emtex has asserted its integral role in the design process and acted as an extension of your personal style. With cutting-edge designs, a variety of finishes and styles, and fine craftsmanship, Emtex stays ahead of the curve with its finger on the pulse of the market. Assembled to order in Los Angeles, Emtex provides customers with endless opportunities to customize the products to fit every home improvement or renovation project.

*Emtex is a part of ASSA ABLOY, experience a safer and more open world.*

## **About ASSA ABLOY**

The ASSA ABLOY Group is the global leader in access solutions. The Group operates worldwide with 48,500 employees and sales of 8,2 billion euros. The Group has leading positions in areas such as efficient door openings, trusted identities and entrance automation. ASSA ABLOY's

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innovations enable safe, secure and convenient access to physical and digital places. Every day, we help billions of people experience a more open world.