

Rowley Company Announces New Styles for AriA™ Metal Hardware Collection

Gastonia, NC – January 6, 2014 – Rowley Company today unveiled three additions to its popular AriA line of decorative drapery hardware: a new finish, a new finial design and a set of metal batons.

“Since we first introduced AriA metal hardware in 2011, our goal has been to keep the collection fresh and on trend,” said Kathy Hall, Executive Vice President of Sales and Marketing. “We’re delighted to advance that goal with the introduction of a new finish, finial style and coordinating set of batons.”



Inspired by the warm metallic trend, our new Brushed Bronze finish becomes the tenth option among our AriA finishes. Rowley anticipates the rich brown finish, highlighted with brushed gold accents, will have an immediate appeal to designers. The new finish is available with any metal pole, finial or accessory.

The new Square Finial combines a traditional silhouette with the contemporary feel of metal hardware, an on-target look for many customers. This new square style rounds out the collection with a total of nine finials.

In response to the needs of our customers and designers, Rowley has added a metal baton category to its AriA collection. The batons come in three lengths (36”, 48” and 60”), and are offered in nine finishes to complete the look of window treatments with stylish, coordinating baton hardware.

About Rowley

Rowley Company is a leading manufacturer and international distributor of home décor products that incorporate value-added services and solutions designed for our professional trade and retail partners. Since 1962, Rowley has been helping support drapery and upholstery workrooms, installers and designers by providing the tools and supplies that they need to successfully grow their businesses. Our vast portfolio offers over 15,000 products available for same day delivery and are used worldwide in window covering design, fabrication and installation, quilting and upholstery.

To learn more, visit www.RowleyCompany.com.

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