

## **NEW HARDWARE MAKES CUSTOM FURNITURE ACCESSIBLE TO DO-IT-YOURSELFERS**

### **Rockler Expands I-Semble Shelf Block Line**

MEDINA, MN (December 19, 2012) - Rockler Woodworking and Hardware has just added two new sizes of I-Semble Shelf Blocks to their custom furniture category. The two new Shelf Block options (6" x 8" and 6" x 13") join the 10" x 13" size already offered by Rockler. The I-Semble product line is a series of components designed to help do-it-yourselfers design and build custom furniture such as shelving, entertainment stands, desks, and coffee tables using common household tools.

"The Shelf Blocks are already popular, and the new sizes open the door to nearly infinite options for building unique custom furniture with a personal touch," said Steve Krohmer, Rockler's Vice President of product development. "People make some amazing creations with the help of these Shelf Blocks, and I'm never surprised when they tell me how fast they did it."

The I-Semble Shelf Blocks feature a black powdercoat finish which can be painted to match decor. The new sizes introduce a wide spectrum of construction and design possibilities while maintaining the philosophy of simple assembly. They are designed so that multiple sizes can be used in the same furniture piece, resulting in nearly endless options. The mounting screws to install the I-Semble Shelf Blocks are included in the package.

I-Semble Shelf Blocks are sold in packs of two. The 6" x 8" Shelf Blocks (49157) retail for \$16.99 per pack, the 6" x 13" Shelf Blocks (48832) retail for \$18.99 per pack, and the 10" x 13" Shelf Blocks (47512) retail for \$20.99 per pack. All of the I-Semble Shelf Blocks can be purchased at Rockler Woodworking and Hardware stores nationwide, Rockler independent resellers, Rockler.com, or from the Rockler catalog. For store locations or a free catalog, please visit [www.rockler.com](http://www.rockler.com) or call 1-877-ROCKLER.

Note: Hi-resolution images and text to go along with this news release are available for download at [www.rockler.com/news](http://www.rockler.com/news).

### **ABOUT ROCKLER WOODWORKING AND HARDWARE**

Celebrating its 58th year as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, ME, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI – plus 60 independent reseller locations nationwide, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit [www.rockler.com](http://www.rockler.com) or call 1-877-ROCKLER.



6" x 8" Shelf Blocks (49157)



6" x 13" Shelf Blocks (48832)



10" x 13" Shelf Blocks (47512)

