

FOR IMMEDIATE RELEASE

Create with Confidence™

Contact: Lorilee Torrey Phone: (541) 552-1133 Email: LBT@atlassmarketing.com

ROCKLER LAUNCHES LINE OF BEER TAP HARDWARE

Home Beer Tap Owners Can Now Customize Their Taps

MEDINA, MN (February 20, 2013) - Rockler Woodworking and Hardware has introduced an entire line of beer tap hardware and handle components that allow users to customize their own beer taps. Offering a pre-turned handle shaped like a beer bottle, attachment hardware, decorative finials and label shields, users are able to choose their own hardware and create a custom handle fixture for their home beer tap.

"Anyone with a beer tap at home can make a cool custom tap handle with the elements we offer," says Steve Krohmer, Vice President of Product Development. "Using the Pre-Turned Maple Beer Bottle Handle, only simple drilling is required to install the hardware and produce the authentic look of a real bar tap fixture. Those who want to put in a little more time and effort to customize the handle can end up with really stunning results."

The Beer Tap Hardware components all feature a matching silver finish. The pre-turned Maple Beer Bottle Handle can be connected to the pour spout with either a Tulip or a Tapered Ferrule, and the top of the handle can be decorated with any of three Finial options. A Label Shield can be added to display the logo or label of the beer on tap.

The Beer Tap Hardware line consists of the following items (viewable at rockler.com, keyword: beer): 48813 Pre-Turned Maple Beer Bottle Tap Handle, \$14.99 45824 Tulip Beer Tap Ferrule, \$4.99 46325 Tapered Beer Tap Ferrule, \$4.99 44645 Round-Top Beer Tap Finial, \$4.99 49691 Top Hat Beer Tap Finial, \$4.99 44088 Round Beer Tap Label Finial, \$8.99 46389 Oval Beer Tap Label Shield, \$4.99

All 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 or call 1-877-ROCKLER.

Note: Hi-resolution images and text to go along with this news release are available for download at <u>www.rockler.com/news</u>.

ABOUT ROCKLER WOODWORKING AND HARDWARE

Celebrating its 59th 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 <u>www.rockler.com</u> or call 1-877-ROCKLER.



48813 Pre-Turned Maple Beer Bottle Tap Handle



Oval Beer Tap Label Shield



44645 Round-Top Beer Tap Finial



Round Beer Tap Label Finial



49691 Top Hat Beer Tap Finial



45824 Tulip Beer Tap Ferrule



46325 Tapered Beer Tap Ferrule