FOR IMMEDIATE RELEASE



Create with Confidence™

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

ROCKLER ADDS INDUSTRY'S FIRST PUSH-TO-OPEN, SOFT-CLOSE DRAWER SLIDES

New King® Slides Are Non-Electric with Push-to-open and Soft-close Features

MEDINA, MN (July 9, 2013) - Rockler Woodworking and Hardware has introduced Push-to-open, Soft-close King Drawer Slides, the first slides on the market to provide easy, whisper-quiet, push-to-open and gentle soft-closing motion without using electrical power. When closed, a simple push on the face will pop the drawer open a few inches, and when open, another push will gently and slowly close the drawer. The King Slides mount to the underside of drawers, and are hidden from view once installed.

"With these innovative King Slides, cabinet drawers can be opened and closed with just a simple push," says Scott Ekman, Rockler's Vice President of Marketing. "People can now enjoy clean, modern cabinet aesthetics along with the greatly improved performance the slides provide."

The Push-to-open, Soft-close King Drawer Slides are easy to adjust and are suited for many application environments. The soft-close mechanism holds drawers closed when not in use, even in mobile environments such as boats or motorhomes. The slides feature galvanized steel construction with front release levers for quick drawer installation and removal and an adjustable wheel for drawer depth. Drawer height adjustments within a 1/8" range are possible without tools, and the slides can be installed for inset or overlay applications.

The Push-to-open, Soft-close King Drawer Slides are available in 18" and 21" lengths. The 18" slides (45900) retail for \$73.99 per pair and the 21" slides (47500) for \$76.99 per pair. They 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 www.rockler.com/news.

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 www.rockler.com or call 1-877-ROCKLER.

WAY 1







Automatically Open

Press to Close the Drawer

WAY 2







Push to Open the Drawer

Pull the Drawer to Full Extension

Silent Soft-Closing

