

**For Immediate Release**  
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## **Keeler® is “Exclusively Yours” at the Kitchen & Bath Industry Show (KBIS) 2012**

*New product line available exclusively through Keeler showrooms*

GRANDVILLE, MI—Keeler, a leading designer and manufacturer of kitchen, bathroom and door hardware, is responding to market needs by introducing a new line of high-end products which will be exclusively available through Keeler showrooms. Keeler is showcasing a range of innovative products at KBIS 2012 in Booth # 1731, including:

- **Keeler Architectural Door Hardware with SecuRemote® Technology**—A high-end, superbly crafted, innovative door hardware system which controls and manages home access. Keeler has re-invented the architectural mortise lock by re-engineering the form, fit and function of the primary components. SecuRemote® bypasses reliance on home networks by harnessing the power of Bluetooth® and smartphone technology to control the door lock, providing unprecedented security and convenience to the homeowner. The four stylish collections include coordinated passage and privacy sets, hinges and screw-free switch plates to complete the family product suite, available exclusively in Keeler showrooms.
- **Keeler Decorative Cabinet Hardware**—Introducing over 140 exclusive knobs and pulls, in a variety of collections, available only through Keeler showrooms. From traditional to casual styles in a wide array of finishes, this decorative hardware will enhance any home’s ambiance.
- **Belwith Keeler Light Integrated Trim (L.I.T.)**—A new concept in interior and exterior lighting, the L.I.T. modular strip system uses LEDs for functional, decorative, energy-efficient lighting. This versatile system offers a variety of trim designs and finishes, modularity, flexibility and ease of installation. It has a wide range of applications, including crown and ceiling moldings, under-cabinet, railings & staircases, walkway & stair lighting and more.
- **Designer Touch**—A new design visualization tool from Keeler, Designer Touch takes the guesswork out of the design process. In a few easy steps, Keeler kitchen and bath hardware can be placed against a variety of wood finishes and cabinet styles. Designs can be mixed and matched on-screen in a fast and easy manner, then shared via social media.

“Keeler is committed to bringing exclusive, cutting edge products to our showroom partners, interior designers and architects and providing them with personalized service and custom solutions,” said John Veleris, Keeler Chief Executive Officer. “We value the relationship we have with our customers and look forward to connecting with them at KBIS 2012 to showcase our new offerings and, in turn, help bring value to their clients.”

For more information on Keeler and the full line of product offerings, please visit [www.keelerproducts.com](http://www.keelerproducts.com).

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### **Contact**

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### **About Keeler**

Keeler, a division of Belwith Products, LLC, is a leading designer and manufacturer of kitchen, bathroom and door hardware. Tracing its roots back to 1893 and the Keeler Brass Company, its mission is the art of crafting the highest quality metal hardware. Keeler has a long-standing passion for excellence and a desire to create not just hardware, but pieces of art, heirlooms, and family treasures. Through the years, Keeler has built a rich heritage with specialized knowledge, expertise and cutting-edge capabilities in the design and finish of hardware products. Visit [www.keelerproducts.com](http://www.keelerproducts.com) for more information.

