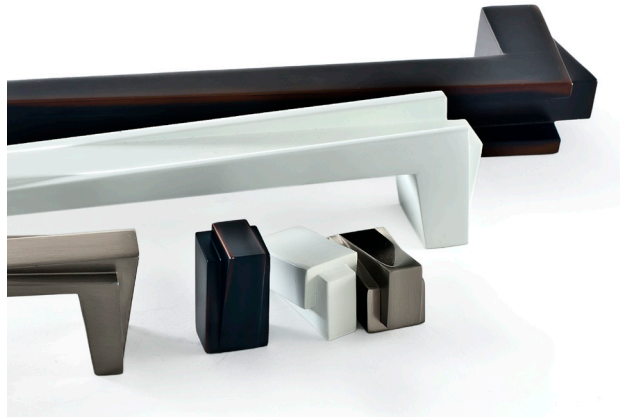


DU VERRE HARDWARE SPONSORS BLOGTOUR NYC

AT THE 11TH ANNUAL ARCHITECTURAL DIGEST HOME DESIGN SHOW



THE HARDWARE CO.



BLOGTOUR
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PRESS RELEASE

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Du Verre Hardware, a leader in quality and original design for contemporary cabinet hardware, today announced their sponsorship of BlogTour NYC 2012. The event is organized by Modenus.com, in partnership with the Architectural Digest Home Design Show in New York City.

BlogTour NYC will bring a group of prolific interior design and lifestyle bloggers to the 11th Annual Architectural Digest 'Home Design Show' March 22-25 2012. The bloggers will get a chance to explore nearly 350 premium brands exhibiting, attend design seminars, presentations, cooking demonstrations and show tours.

"The excitement is building as we get ready to embark on BlogTour NYC, especially after the success of our London tour experience. Blogtour is an ingenious way to bring bloggers, design professionals and showrooms together; a unique concept that enhances our digital media efforts. We hope to forge new relationships with showrooms, consumers and the media at this years show," stated Gina Lubin, one of the founding partners of Du Verre.

Through their collaboration with an outstanding roster of award-winning designers and artists, Du Verre has raised the bar on innovative hardware design and the sustainable use of materials. Thanks to progressive manufacturing methods, each piece of die cast hardware is crafted in eco-friendly recycled aluminum that is fully compatible with LEED objectives.

Modenus.com CEO Veronika Miller had this to say, "We organized BlogTour in response to the extraordinary amount of digital buzz we saw coming from the bloggers we had worked with in the past. We wanted to create an initiative that would bring bloggers to the main trade shows but also allow enough space for them to explore the wealth of design on display at smaller venues, so they can provide their readers and social media following with a first hand look at the festival, in what is a bloggers signature style: Enthusiastic, vibrant and chock full of personality. We have always been committed to showcasing the best design products from both sides of the Atlantic and bringing these amazing bloggers to see their peers along with all that is fresh and exciting in interior design was the obvious next."

For more information please contact us at 1-888-388-3773 or www.duverre.com.



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