

National
Hardware®

NATIONAL
SINCE 1901



**OUR
BRAND
BOOK**

REAL HARDWARE.
REAL EXPERIENCE.
REAL RESULTS.™



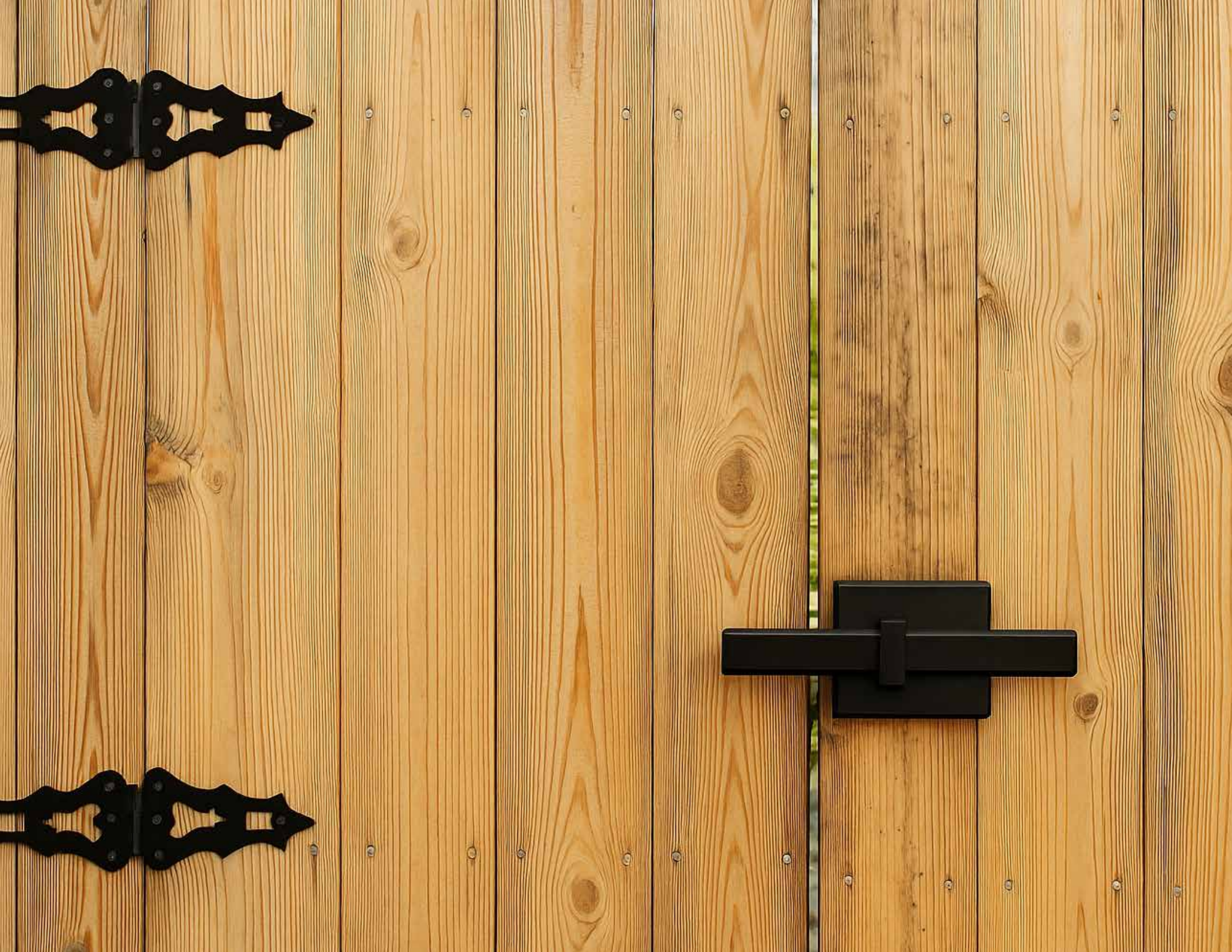
Forged by history and strengthened by experience, this is our foundation and guide. It defines who we are, why we do what we do and how we support the handyman, builders and pros who rely on our products every day. It shapes our style, our voice, and how we connect with those who build, fix and create. Driven by motivation and determination, every decision we make is thoughtful and purposeful.

Nothing drives us more and gives us greater pride than helping people get the job done.

WE ARE NATIONAL HARDWARE

**REAL HARDWARE. REAL EXPERIENCE.
REAL RESULTS.™**







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OUR HISTORY

CELEBRATING OVER 125 YEARS OF LEGACY



1901 NATIONAL HARDWARE IS BORN

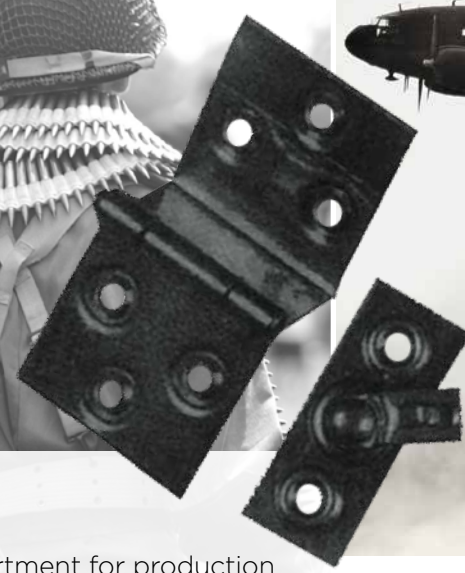
On October 12, 1901, in Sterling, Illinois, three men (William Benson, Louis Bittorf, Benjamin Washburne) purchase a two-story wagon factory and call it National Wagon Company.

When wagon sales begin to decline, the founders quickly switch to manufacturing hardware (adding Herman Bittorf as a fourth partner) and National Manufacturing Co., is born.

1907 RAPID EXPANSION

National Manufacturing expands into a second factory in 1907.

At the same time, National continues to expand its product offerings, adding new products each year. While barn door hardware remains a top seller, National Manufacturing works hard to create simple solutions for city-life and professional builders, introducing readily available metal shapes and angles.



1917 & 1942 WWI & WWII

National Manufacturing receives a commendation from the War Department for production of ammunition box hardware during World War I.

During World War II, National again converts its business to war production. Its first government order is for seven carloads of Strap and T-hinges for the Air Force. National's chief product, as in WWI, is ammunition box hardware. Retooling reduces costs and makes the hardware sturdier and easier to use.

1956 LEADERS IN INNOVATION

The 1950s are a time of rapid change in the hardware industry. Many hardware dealers join buying co-ops that purchase in volume to reduce unit costs. In 1956 National becomes the first hardware manufacturer to switch from wood to cardboard boxes.

National Manufacturing helps develop the do-it-yourself market and implements Psion Technology to increase speed and order accuracy. This large advancement in merchandising causes sales to skyrocket in a post-war marketplace.



1961 MARKET FIRST

On October 12, 1961, its 50th Anniversary, National introduces visual packaging, and panel display assortments quickly follow. These new systems of self-merchandising are still used today by many competitors.

Expanded and refined over the years, this innovative system remains the foundation of National's sales program.



OUR HISTORY



2015 STYLE MATTERS

As a nod to the first product, the “Big 4” Hanger introduced in 1907, National Hardware launched an interior line of barn door hardware. As an expert in barn doors, National Hardware was one of the first to introduce a complete line of interior door hardware applications that merged function and style for the do-it-yourself consumer.

2026 A NEW CHAPTER

National Hardware is on the move. Expanding our product offerings into existing and brand new categories.

Since 1901, National Hardware is an industry leading company.

OUR HISTORY



**NATIONAL
SINCE 1901**



A close-up photograph of a wooden surface with peeling red paint. A rusty metal handle is visible on the left side, partially obscured by a dark blue rectangular overlay. The wood grain is prominent, and the paint is chipped and flaking, revealing the natural wood underneath. The overall texture is rough and aged.

BRAND POSITIONING

WHO WE ARE AT FACE VALUE

OUR PURPOSE

For the professional whose reputation is built on every project, there is no room for compromise. From contractors and avid fixers to craftsmen and inspired DIYers, at National Hardware we craft hardware for the professional who stakes their reputation on a job well done.

This shared commitment to excellence drives our innovation, from critical, load-bearing connections to the precision hardware that defines a finished job. We stand with the tradespeople who demand every build be solid, secure, and perfectly aligned.

They build a stronger future. Since 1901, we've been proud to deliver the hardware that helps them get the job done.







OUR BRAND PILLARS

CREATIVITY

At National Hardware, we proudly build, refine, and solve problems to make good things great. Our solution-oriented nature drives us to continually evolve and bring new thinking to the table—so consumers can accomplish more with confidence. We deliver the hardware that makes every job possible.

THOUGHTFULNESS

Behind every product is a purpose and a solution to get the job done. We consider more than just how our products perform, but also how they're used, from the grip of a gate pull to the ease of installation. Every detail is implemented with the user in mind and a commitment to doing what's right. We're not just solving problems—we're building trust with every product.

QUALITY

Our expertise and real-world experience drive our never-ending pursuit of quality. Every part is built with purpose, integrity, and reliability at its core. No gimmicks. No shortcuts. Just tough, dependable hardware that does the job right.

POSITIONING BY AUDIENCE

CUSTOMERS

National Hardware's experience and commitment to excellence means retailers can rely on us to consider every detail. We deliver reliable products, smart merchandising solutions, effective marketing, and inspiring new ideas to help drive retail success. Our approach to category management and planogram productivity ensures the right mix of products, optimized shelf layouts, and data-driven decisions that maximize turns and profitability for a wide range of customers.

CONSUMERS

We make hardware built to perform. Whether you're a seasoned pro or tackling a weekend project, you can count on National Hardware products to outlast even the toughest jobs. National Hardware represents generations of experience and a commitment to quality that's never wavered.

INTERNAL

At National Hardware, we are fueled by pride in our more-than-125-year heritage, the reputation of our dependable products, and our tenacious focus on getting the job done. Day in and day out, we are committed to providing the highest-quality products, services and merchandising solutions that help customers and consumers succeed.



CHARACTER

INTEGRITY

We've earned our reputation by doing things right.
We don't cut corners. We don't make excuses.
Quality and service aren't slogans—they're standards.

SOLUTION SEEKERS

We solve problems. Big ones, small ones, the ones no one else wants.
We bring know-how, creativity, and follow-through.
If it's broken, we fix it.
If it's missing, we build it.

TENACIOUS

We show up. Every day. All in.
We don't quit when it's hard—we lean in.
Because delivering value takes more than effort. It takes grit.

AUTHENTIC

We've been doing this for over a century.
We're not flashy. We're not trying to impress.
We're here to get the job done—dependable, approachable, and real.

CONSUMER SEGMENTATION

HIGHEST OPPORTUNITY

LOWEST OPPORTUNITY

CONSUMER SEGMENT	PROS	AVID FIXERS/ HANDYMEN	AMATEUR FIXERS	INSPIRED DIYERS	RELUCTANT REPAIRERS
SKILLS	EXPERT	ADVANCED	INTERMEDIATE	BEGINNER	BEGINNER
VALUE TO CATEGORY	\$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$
KEY ATTITUDES	<ul style="list-style-type: none"> • Takes pride in their work • Happy to provide advice • Focused on new construction • Shops in multiple channels 	<ul style="list-style-type: none"> • Loves working with their hands • Enjoys DIY and DIFM • Enjoys challenges • Passionate about fixing things • Likes talking about DIY 	<ul style="list-style-type: none"> • Willing to give it a shot • Struggles at times with DIY • Learns a lot with each project • Leans on people and companies for help 	<ul style="list-style-type: none"> • New to DIY • Project-driven vs. fixing things • Wants ideas and direction • Experiences true joy with completed projects 	<ul style="list-style-type: none"> • Hates repairing stuff • Projects are hard • Makes mistakes • Asks others for advice
RETAIL NEEDS	<ul style="list-style-type: none"> • Product availability • Contractor packs • Detailed packaging • Custom services 	<ul style="list-style-type: none"> • Product availability • Easy to find what they need • Detailed packaging 	<ul style="list-style-type: none"> • Product availability • Easy to find what they need • Detailed packaging • Provide how-to tips 	<ul style="list-style-type: none"> • Inspirational imagery • Product availability • Easy to find what they need • Detailed packaging • Provide how-to tips 	<ul style="list-style-type: none"> • Product availability • Easy to find what they need • Detailed packaging • Provide how-to tips • Communicate the benefit
HOW TO WIN	Demonstrate how our products and services improve efficiency and profitability	Have the products they need when they need them at a good price	Demonstrate that hardware installation is an easy way to fix or upgrade your home	Create project inspiration	Make it easy, provide online tools and tips to get the job done

TONE OF VOICE

OUR TONE IS BOLD AND STRAIGHTFORWARD

It's real.

It's honest.

It's unfiltered.

It comes from experience—not sentiment.

It's never fluffy, formal, or overly polished.

It's not soft, and it doesn't try to be.

We respect our people for their grit, their ideas, and their results.

We value our customers for their trust and their standards.

We recognize our end users for what they are—skilled, driven, and willing to do what it takes to get the job done.

They don't need praise.

They need products that work.

And they count on us to deliver.

Our voice reflects who we are: a thoughtful, capable, no-nonsense company built on over 125 years of getting the job done.







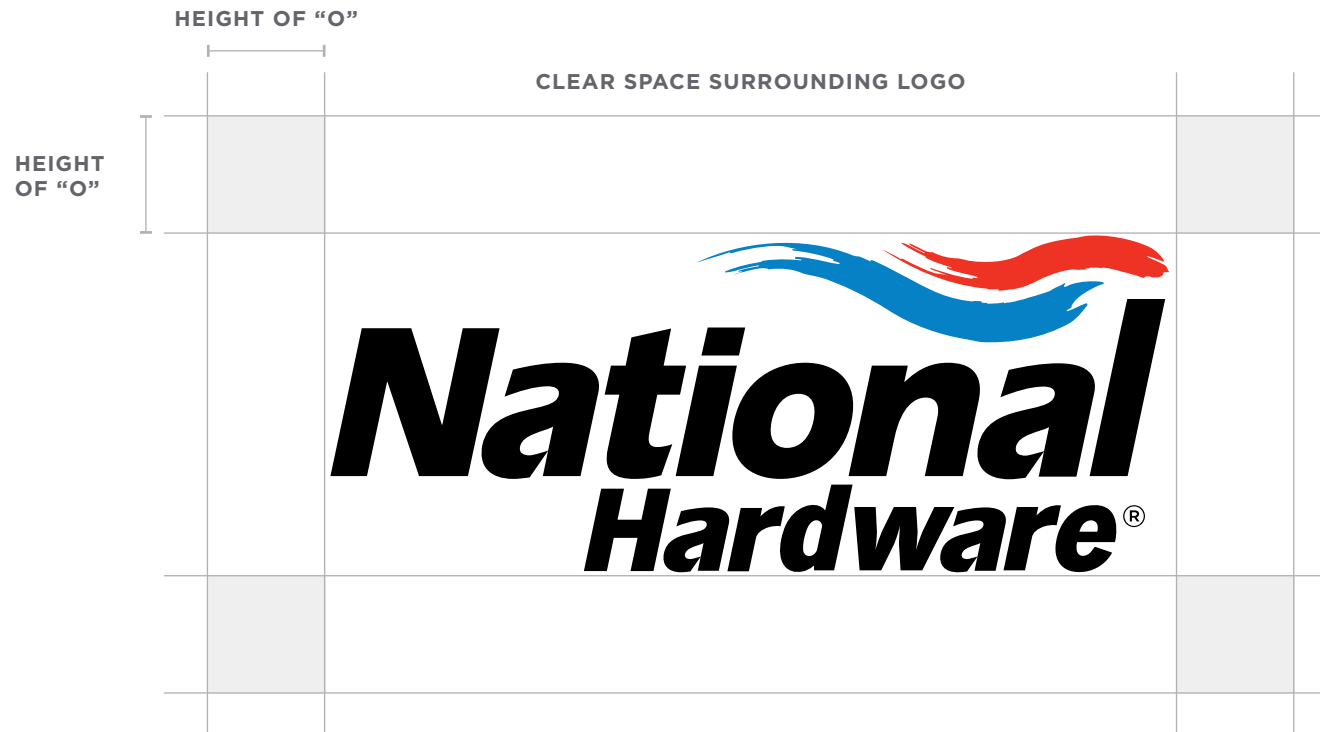
A close-up photograph of hands working on a wooden plank. The hands are positioned to hold a metal hinge in place on the wood. A pencil is visible in the lower-left corner, resting on the wood. The background is a light-colored wooden surface.

BRAND GUIDELINES

OUR LOOK IS BOLD AND AUTHENTIC

CLEAR SPACE

To ensure the prominence and clarity of the National Hardware logotype, there must be clear space around it. The clear space required around the logotype is equal to the height of the letter “O” in the National logo.



**SHOWN HERE
AT MINIMUM SIZE**

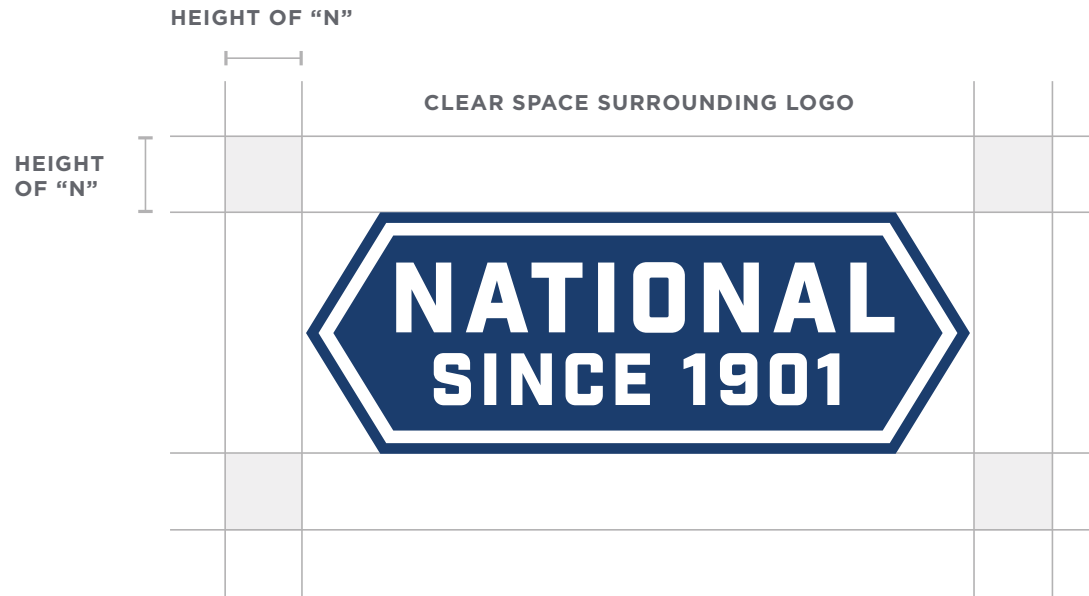
MIN PRINT SIZE 1/2" W
MIN SCREEN SIZE 75px W

The minimum size reproduction of the logo is 1/2" W on printed materials.
No other statements are to appear in conjunction with the logo.

Please contact your National Hardware brand representative to request these assets.

CLEAR SPACE

To ensure the prominence and clarity of the National Hardware logotype, there must be clear space around it. The clear space required around the logotype is equal to the height of the letter “N” in the National Since 1901 logo.



**SHOWN HERE
AT MINIMUM SIZE**

MIN PRINT SIZE 3/4" W
MIN SCREEN SIZE 100px W

The minimum size reproduction of the logo is 3/4" W on printed materials. No other statements are to appear in conjunction with the logo.

Please contact your National Hardware brand representative to request these assets.

CLEAR SPACE

To ensure the prominence and clarity of the National Hardware logotype, there must be clear space around it. The clear space required around the logotype is equal to the width of the symbol “—” in the Since 1901 logo.



**SHOWN HERE
AT MINIMUM SIZE**

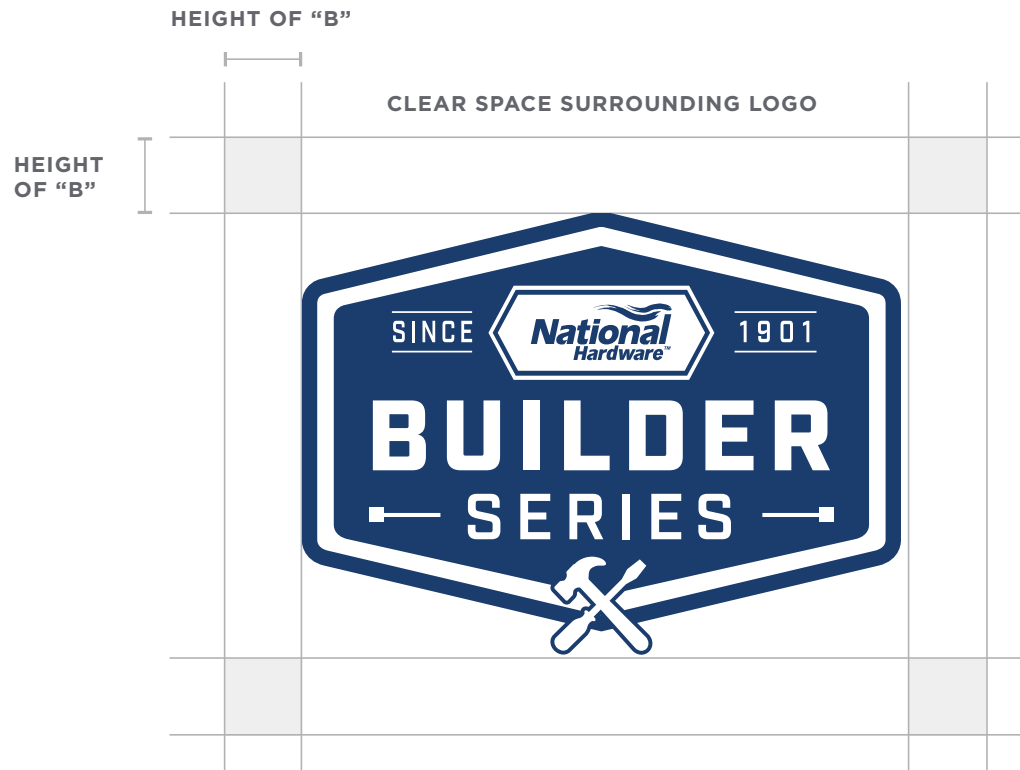
MIN PRINT SIZE 3/4" W
MIN SCREEN SIZE 100px W

The minimum size reproduction of the logo is 3/4" W on printed materials. No other statements are to appear in conjunction with the logo.

Please contact your National Hardware brand representative to request these assets.

CLEAR SPACE

To ensure the prominence and clarity of the National Hardware logotype, there must be clear space around it. The clear space required around the logotype is equal to the height of the letter “B” in the Builder Series logo.



SHOWN HERE
AT MINIMUM SIZE

MIN PRINT SIZE 3/4" W
MIN SCREEN SIZE 100px W

The minimum size reproduction of the logo is .75" W on printed materials.
No other statements are to appear in conjunction with the logo.

Please contact your National Hardware brand representative to request these assets.

CLEAR SPACE

To ensure the prominence and clarity of the National Hardware logotype, there must be clear space around it. The clear space required around the logotype is equal to the height of the letter “N” in the National Chevron logo.



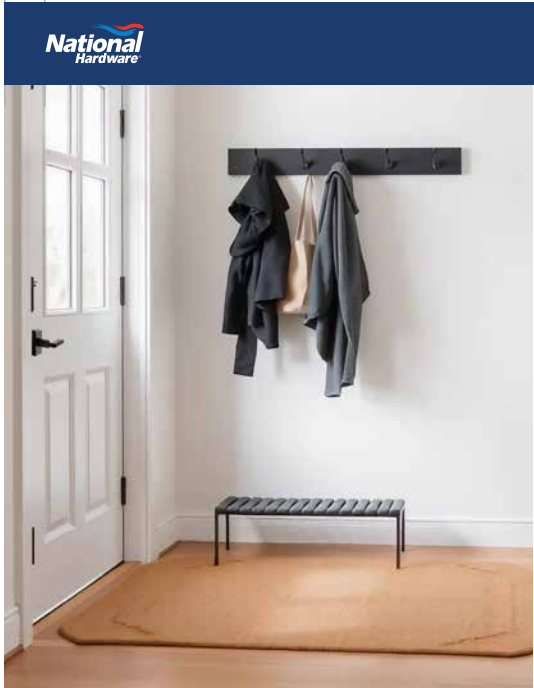
Please contact your National Hardware brand representative to request these assets.





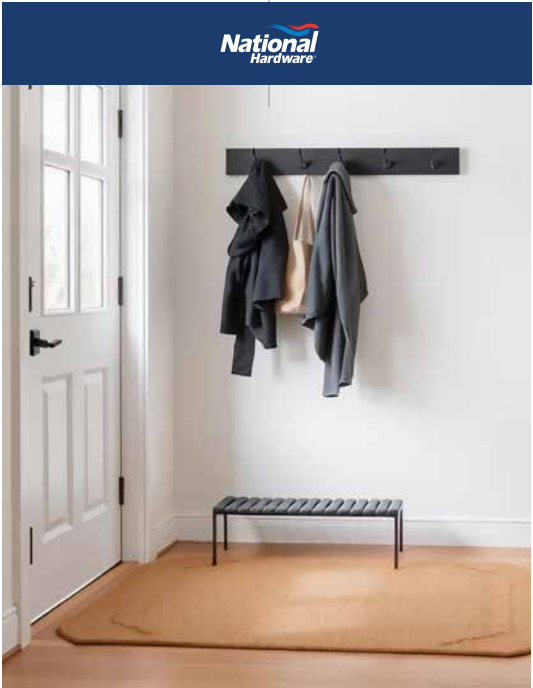
A primary usage for the National Hardware logotype is in a horizontal blue bar. The horizontal blue bar can be used in many different marketing materials and applications. The examples for the placement of graphic elements below facilitates consistency in a flexible but coherent system.

Spacing of "Nat"

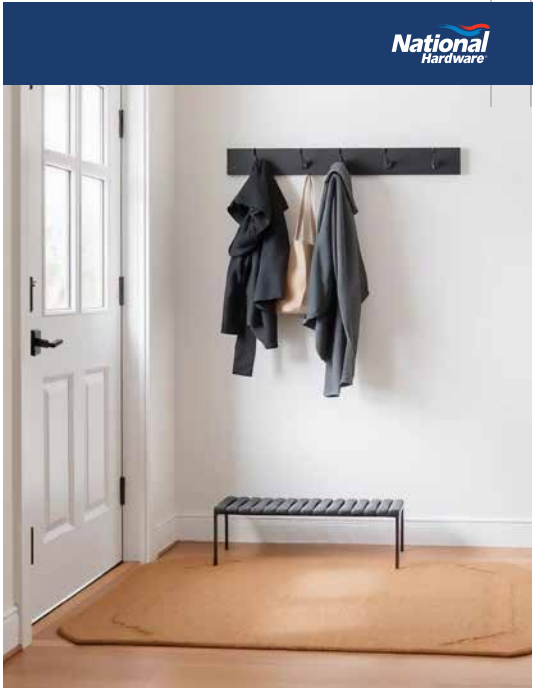


LEFT PLACEMENT

Spacing of "Nat"



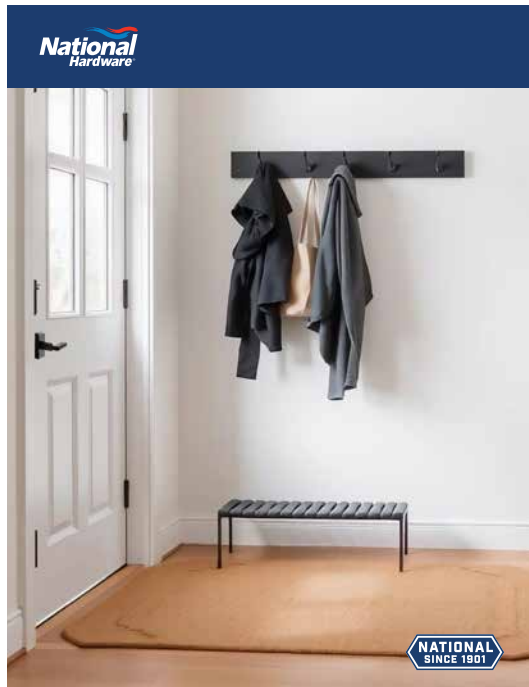
CENTER PLACEMENT



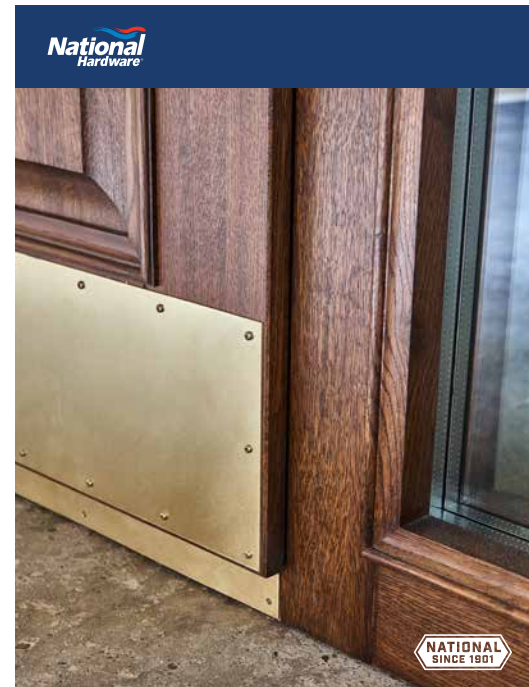
RIGHT PLACEMENT



The National Since 1901 secondary logo can be used in many different marketing materials and applications. It should be placed on the bottom right corner. The examples for the usage of graphic elements below demonstrate logo selection for light or dark image applications..



BLUE LOGO ON LIGHT BACKGROUND



WHITE LOGO ON DARK BACKGROUND



The National Hardware Since 1901 secondary logo is typically used on a solid background. The examples for the usage of graphic elements below demonstrate logo selection for a softer look on collateral.



PACKAGING



BACK OF BROCHURE



A primary usage for the Builder Series logo is in a horizontal white bar. The logo with horizontal white bar can be used in marketing materials and applications related to Builder Series products only. The examples for the placement of graphic elements below support a simpler, cleaner look than other National Hardware brand design.



BLUE LOGO ON LIGHT BACKGROUND



WHITE LOGO ON DARK BACKGROUND



An alternative usage for the National Hardware logotype is in a horizontal chevron tab. The horizontal chevron tab is primarily used on slide deck presentations. The examples for the placement of graphic elements below facilitates consistency in a flexible but coherent system.

1/3 Width of Chevron Tab



Our brand statement = **Real Hardware. Real Experience. Real Results.™** – is meant to build confidence within our customers. The examples for the placement of graphic elements below facilitates consistency in a flexible but coherent system.



BLUE LOGO ON LIGHT BACKGROUND



TAGLINE & LOGO LOCK-UP

REAL HARDWARE. REAL EXPERIENCE. REAL RESULTS.™



CORRECT

Regardless of where the logo is being used, there are only 3 approved ways to use the National Hardware logotype.



BLACK LOGO
WHITE BACKGROUND



LOGO REVERSED
PMS 654C BACKGROUND



LOGO REVERSED
BLACK BACKGROUND

INCORRECT

Avoid changing the logo in ways that make it difficult to read, add unnecessary elements, or otherwise send mixed messages.



STRETCH OR DISTORT



BACKGROUND CONTRAST



INCORRECT COLOR



DROP SHADOW



IMAGE PLACEMENT



DOOR HARDWARE
HOME HARDWARE



GATE HARDWARE
OUTDOOR HINGES
PLANT HARDWARE



HINGES



SECURITY



ROPE & CHAIN



CLOSET HARDWARE
ORGANIZATION



INTERIOR BARN DOOR



WIRE GOODS



REINFORCEMENT



PROJECT KITS



SCREEN & STORM



METAL SHAPES
TRACK & HANGER



PICTURE HANGING



HOBBY & CRAFT

INDUSTRY

INDUSTRY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

INDUSTRY

INDUSTRY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

INDUSTRY

INDUSTRY DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Please contact your National Hardware brand representative to request these assets.

GOTHAM

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GOTHAM

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

GOTHAM

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Please contact your National Hardware brand representative to request these assets.



We take pride in making you the most durable hardware around. All our products are backed with a Limited Lifetime Warranty. If there are any issues with the products you received, you can read more about our warranties on our website.



**INDOOR
USE**

Looking to update your indoor hardware or are you looking to tackle your next DIY project inside your home? Products marked with our indoor use icon means these products are recommended for installation inside the home.



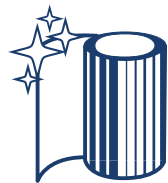
**OUTDOOR
USE**

Looking to update your outdoor hardware or to tackle your next DIY project outside? Products marked with our outdoor use icon means these products are built to withstand the elements the outdoors can bring.



**SAFE WORK
LOAD**

The right product for the job means less worry later. We provide a handy method for understanding which product is built for your job with our Safe Work Load icons. These tell you whether a hanger is appropriate for a custom barn door or just a really heavy mom purse.



**ALUMINUM
SUPERIOR
CORROSION
RESISTANCE**

Our Aluminum Products are highly resistant to corrosion, making them ideal for environments with daily exposure and use. Aluminum is a strong, durable metal that maintains its integrity over time, while remaining lightweight for practical applications.



**SOLID
BRASS**

Solid brass is not only a decorative statement, but it is also a strong and durable metal that does not tarnish with use and abuse.

Please contact your National Hardware brand representative to request these assets.



Selecting the right type of metal for your next project is an important first step in any project. A product that is galvanized, means that it has been applied with a thin coating of zinc and is used as a protective coating to withstand getting rusty in outdoor environments.



Our WeatherGuard™ protection is proven to be 3x more resistant to corrosion vs. our competitor's zinc-plated products. It's formulated to withstand the harshest weather conditions and stand up to the corrosive effects of pressure treated lumber.



Marine Grade™ refers to the 300 Grade Stainless Steel material that our products are made of. These products are great for outdoor environments and are highly resistant to moisture.



Our stainless steel hardware is corrosion resistant, strong and durable. It can be easily cleaned and maintained and is ideal for abusive outdoor conditions.



Our Storm Shine™ Finish lasts at least 600 hours and is built to withstand whatever the weather throws at you. That includes rain, snow, dust and your annual family water balloon fight.



Enjoy the Sound of Silence with our Squeak Guard™ Hinges. Our hinges offer 30 years* of superior, squeak-free functionality.
***When properly installed and based on medium usage.**



Designed with sustainability in mind, this product reduces plastic content by more than 50%, helping to minimize environmental impact.

Please contact your National Hardware brand representative to request these assets.

PRODUCT FEATURES

ADJUST-O-MATIC[®]

Our gate latches feature a floating bar design that automatically compensates for gate sag, ensuring a reliable and lasting latch every time.

POSI-GLIDE[®]

This smooth pneumatic door closer delivers consistent, effortless closing, providing both convenience and dependability with every use.

SWING N' STAY[®]

Café door swing hinges with built-in ramp pivots allowing doors to settle into place and remain securely closed, combining function with everyday ease.

TRACKMASTER[®]

An industry-first rail design with a round profile and squared edges, offering the strength of square track with the smooth performance of round rail.

COLLECTIONS

We use collection names in primarily Home Hardware and some of our sliding door products.

COOPER®

Door Knockers, Door Stops,
Handrail Brackets, Multipurpose Hooks

Powell®

Door Knockers, Door Stops,
Handrail Brackets, Angled Hooks,
Knurled Hooks

REED®

Door Knockers, Door Stops, Handrail
Brackets, Geometric Hooks, Modern
Hooks, Multipurpose Hooks

CHARLESTON®

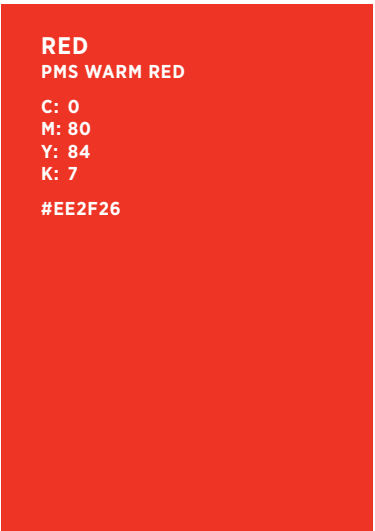
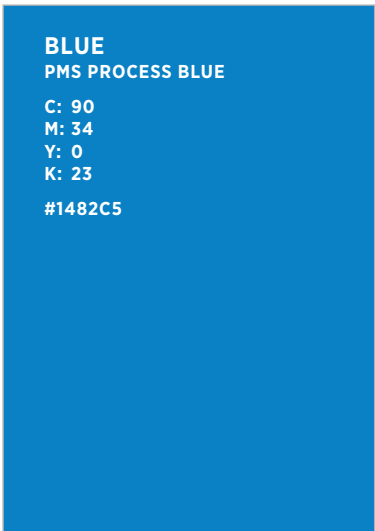
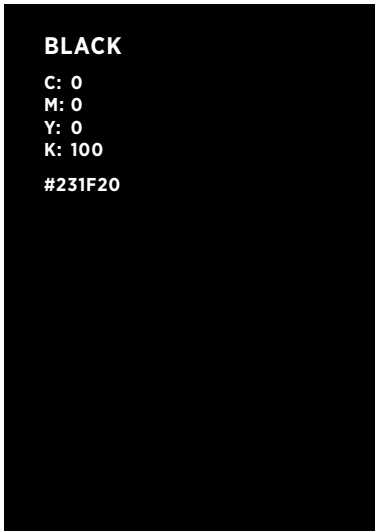
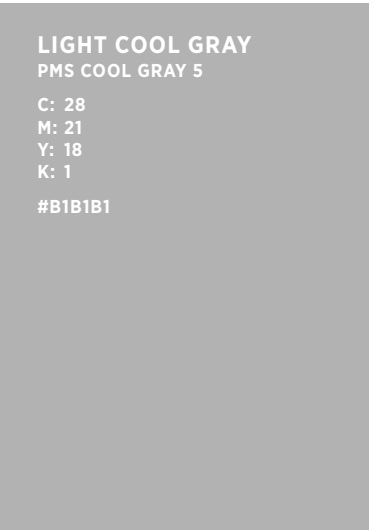
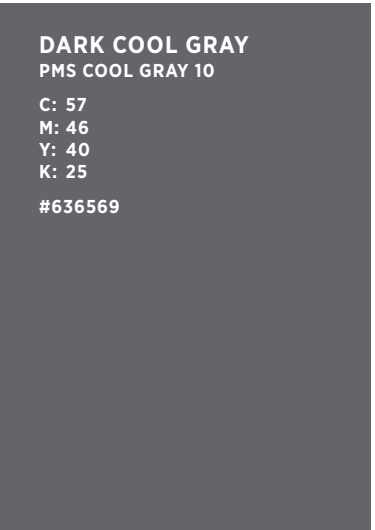
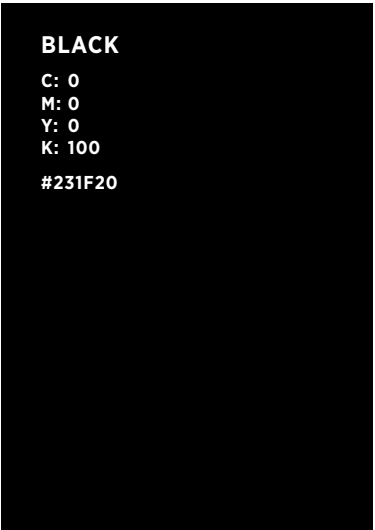
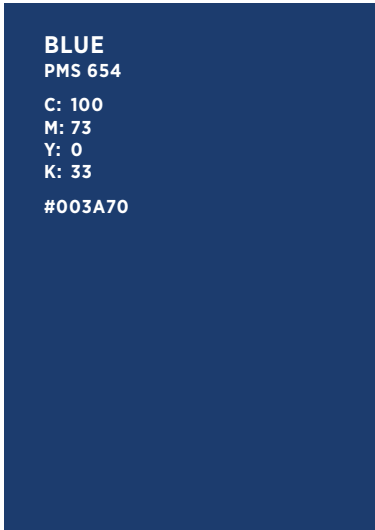
Interior Barn Door Pulls

MADISON®

Interior Barn Door Pulls

TROY®

Interior Barn Door Pulls





Lifestyle imagery should capture a raw, hands-on energy — tough, authentic, and in motion. The photography should feel unposed and real, as if caught mid-task, emphasizing effort, durability, and capability. Scenes may be residential or commercial, reflecting a range of environments — from rugged workshops to modern job sites to lived-in homes. Spaces should feel purposeful and believable, styled in a way that complements the action taking place.











**LOOSE PRODUCTS
WITH PRODUCT LABEL**



**LOOSE PRODUCT
WITH BARCODE LABEL**



**BAGGED ITEM
WITH B/W PRODUCT LABEL**



**LOOSE PRODUCTS
WITH PRODUCT LABEL**



**BAGGED ITEM
IN COLORED PACK**



CLEAR VISUAL PACK



CLEAR BOX WITH COLORED LABEL



BOX PACK



SLIP COVER

FRONT

CATEGORY
HEADER COLOR

**National
Hardware**

N109-316

Craftsman Style Gate Suite Kit
Juego de pestillo para puerta suite estilo artesano
Kit ensemble de fermeture de style artisanal pour portail

Black Finish
Acabado Negro
Fini Noir

IN-USE
PRODUCT
IMAGES

DECORATIVE
PATTERNED
ELEMENT

FEATURE
CALL-OUTS



BACK

PRODUCT
USE CASE

WHAT'S
INCLUDED

EASY
INSTALLATION
INSTRUCTIONS

INDOOR /
OUTDOOR USE

TOOLS NEEDED

SAFETY
INFORMATION



WARRANTY &
CUSTOMER SERVICE

COMPANY & IMPORT
INFORMATION

SOCIAL MEDIA ICONS

LOT NUMBER

UPC NUMBER


NH09-316

Used for: For a variety of outdoor applications, wood or steel gates.
Se utiliza para: Para una variedad de aplicaciones al aire libre, que incluyen maderos o acero.
Domaine d'utilisation: Pour une variété d'applications extérieures, y compris le bois, ou l'acier.

Kit Includes / El kit incluye / Le kit comprend:

(1) Post Latch	(2) Decorative T-Hinges	(1) Decorative Pull
(1) Pestillo de poste	(2) Bisagras en T decorativas	(1) Manija decorativa
(1) Loquet de poteau	(2) Charnières en T décoratives	(1) Poignée décorative

Tools Needed
Herramientas necesarias
Outils nécessaires



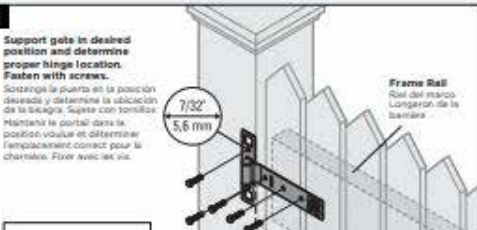
5/32"
2,4 mm

7/32"
5,5 mm

Installation Instructions / Instrucciones de instalación / Instructions d'installation

1

Support gate in desired position and determine proper hinge location. Fasten with screws.
Sostenga la puerta en la posición deseada y determine la ubicación de la bisagra. Sujete con tornillos.
Maintenez le portail dans la position voulue et déterminez l'emplacement correct pour la charnière. Fixez avec des vis.



7/32"
5,6 mm

Frame Rail
Riel del marco
Longeron de la barrière

10x

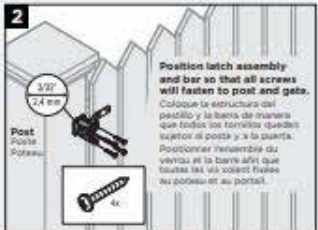
Check that all screws will fasten to post and gate frame.
Compruebe que todos los tornillos se sujeten al poste y al marco de la puerta.
Vérifier que toutes les vis sont bien fixées au poteau et au cadre du portail.

Align hinge pins to vertical edge and keep straps parallel.
Alinee los pasadores de la bisagra al borde vertical y mantenga las correas paralelas.
Aligner les gonds de la charnière avec le bord vertical et maintenir les charnières parallèles.

Post
Poteau

2

Position latch assembly and bar so that all screws will fasten to post and gate.
Coloque la estructura del pestillo y la barra de manera que todos los tornillos queden sujetos al poste y a la puerta.
Positionner l'ensemble du verrou et la barre afin que toutes les vis soient fixées au poteau et au portail.

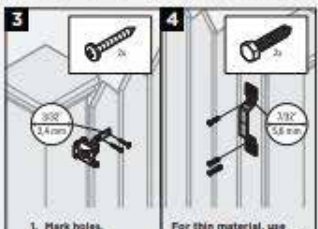


3/32"
2,4 mm

Post
Poteau

3


**1. Mark holes.
2. Drill holes.
3. Secure hinges, latch, and handle.**



3/32"
2,4 mm

4

For thin material, use bolt with washer and nut. 11/32" (8,7mm) clearance also hole is required.
Para material delgado, use perno con arandela y tuerca. Se requiere un orificio de paso de 11/32" (8,7 mm).
Pour les matériaux fins, utiliser un boulon, une rondelle et un écrou. Un trou de décapage de 8,7mm (11/32") est requis.



3/32"
2,4 mm

For SAFETY information, please visit:
Para obtener información sobre SEGURIDAD, visite:
Pour plus d'informations sur la SECURITE, veuillez visiter:
www.national-hardware.com/safety

Wear Safety Goggles while installing product.
Use gafas de seguridad durante la instalación del producto.
Portez des lunettes de sécurité pendant l'installation du produit.


For Warranty and Customer Service related questions please call (800) 346-9445
Si tiene preguntas relacionadas con la garantía y parazonas en contacto con el servicio al cliente, llame al (800) 346-9445.
Pour toute question relative à la garantie et contacter le service client, veuillez appeler le (800) 346-9445.

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MIDWEST RESIDENCIAL MEXICO, S.A. DE C.V.
Pelicano 342, Colonia Georgia Moderna, Gustavo A. Madero, Ciudad de México, México C.P. 07660.

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If you have any specific questions regarding the National Hardware Brand Guidelines, please contact the National Hardware Brand Team in our Marketing Department.

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