



PRESS RELEASE
Stanley, NC – July 2026

Blum, Inc. expands support for the Architecture & Design community with dedicated sales team

Blum, Inc. is proud to announce it is expanding its commitment to the architecture and design community with the launch of a dedicated A&D sales segment in the United States. This initiative marks an important step to invest in project-based support, bringing specialized resources directly to architects, interior designers and specification professionals navigating increasingly complex design requirements.

To reinforce the team's expertise in designing for both functionality and accessibility, each A&D sales representative is Certified Aging-in-Place Specialist (CAPS) certified through the National Association of Home Builders (NAHB). This certification reflects Blum's ongoing focus on functional design solutions that support people across all ages and abilities.

Blum has also strengthened its involvement within the design and specification community through memberships with the American Society of Interior Designers (ASID), International Interior Design Association (IIDA), the Construction Specifications Institute (CSI), and the American Institute of Architects (AIA) to further support collaboration with the architectural community.

"This is an exciting opportunity for us," said Debbie Cannon, National Specification Sales Manager. "Human-centered design is no longer a niche consideration; it is becoming an expectation. By partnering more closely with the A&D community, we can help influence spaces that are more functional, intuitive and supportive of people across all stages of life and in every type of environment."

This launch reflects Blum's broader commitment to supporting project professionals not only with hardware solutions, but with expertise that helps move ideas from concept to completion.



About Blum

Blum has been at the forefront of cabinet hardware and innovation, providing top-quality products to cabinetmakers around the world for decades. Our commitment to quality and customer satisfaction drives us to continually develop solutions that enhance the craftsmanship of cabinetmaking.

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