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For Immediate Release

Baldwin Announces Finalists of the 2011 Hardware Design Competition *Winner announced at the international Kitchen & Bath Industry Show (KBIS).*

Lake Forest, CA – April 21, 2011 – Today, Baldwin, the leader in luxury hardware, has announced Michael Friedes and Kathryn Scott as the two finalists of its national hardware design competition. As part of the competition designers were called to design an original line of luxury kitchen and bath hardware to win their very own Baldwin collection. One of these two finalists will be announced as the winning designer next week at the international Kitchen & Bath Industry Show (KBIS) and his/her collection is planned to be launched in early 2012.

“Baldwin received a strong set of submissions and we are excited about the quality and vision of the designers who entered,” says Rob Empfield, Baldwin Hardware Brand Manager. “While the submissions were competitive, we are confident that both Michael Friedes’ and Kathryn Scott’s concepts promise to deliver a new, timeless cabinet hardware line to our existing collections. Now it’s up to our customers and fans at KBIS to select the winner.”

San Francisco-based designer, Micheal Friedes, Michael Friedes Design Associates, describes his design aesthetic as livable luxury. “My inspiration is contemporary jewelry informed by the glamorous 1930's & 40's of Hollywood, but with a cleaned-up aesthetic. The idea is that hardware is really the jewelry of the home,” shares Friedes, who has his own collection called, MFDA Art Collection and has designed rugs for Royal Intercontinental and wall art for the Franklin Home.

Baldwin’s second finalist, Kathryn Scott, founder of Kathryn Scott Design Studio in Brooklyn, New York, created her cabinet hardware concept to reflect an artisanal handmade quality, defined by historical shapes

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and timeless patterns. Scott elaborates, “I am looking to redefine traditional shapes by creating unexpected negative and positive space through piercings, borders and other handmade qualities.”

Both finalists’ designs will be showcased in Baldwin’s KBIS booth (#C4360) on Tuesday, April 26 through Thursday, April 28 in Las Vegas, Nevada. Attendees will have the opportunity to review both concepts and vote for their favorite hardware design concept.

Baldwin will announce the winner on Thursday, April 28 on-site at KBIS. The winning designer’s collection will be developed in partnership with Baldwin’s team of industrial designers. The new collection is planned to be launched in 2012 under the winning designer’s namesake. He/she will be featured on Baldwin’s website (www.BaldwinHardware.com), as well as marketing collateral, and merchandising materials.

For more information on both finalists as well as downloadable images of all of Baldwin’s current cabinet hardware collections, please visit www.baldwinpresskit.com.

About Baldwin

For 65 years, Baldwin Hardware has delivered modern luxury to discriminating homeowners, architects and designers through superior design, craftsmanship and functionality. Baldwin manufactures an extensive family of superior architectural and decorative products for residential and commercial use in a variety of finishes, including its proprietary *Lifetime Finish*™. Baldwin Hardware products signify quality and innovation, with offerings that include hardware, locksets and exterior lighting, as well as bath and cabinetry accessories. All portfolios are available in a rich variety of finishes and textures. The Reading, PA based company is part of the Black & Decker Hardware & Home Improvement Group, headquartered in Lake Forest, CA. To learn more about Baldwin Hardware, please visit www.baldwinhardware.com.

Stanley Black & Decker, an S&P 500 company, is a diversified global provider of hand tools, power tools and related accessories, mechanical access solutions and electronic security solutions, engineered fastening systems, and more. The Stanley Black & Decker Hardware and Home Improvement Group (HHI) is part of the company’s Mechanical Access Solutions division. HHI develops, manufactures, markets and sells builders’ hardware, residential and commercial door hardware, kitchen and bath faucets, shower systems and

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bath accessories under the Stanley®, National Hardware®, Kwikset®, Weiser®, Baldwin®, and Price Pfister® brands. Headquartered in Orange County, Calif., HHI has a global sales force and operates manufacturing and distribution facilities in the U.S., Canada, Mexico and Asia.

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