

BALDWIN

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For Immediate Release

Michael Friedes Wins Baldwin 2011 Hardware Design Competition *New Baldwin Cabinet Hardware Line Planned to Launch Under Friedes' Namesake.*

Las Vegas, NV – April 28, 2011 – Today, Baldwin, the leader in luxury hardware, has announced live from the international Kitchen & Bath Industry Show (KBIS) in Las Vegas, Nevada that Michael Friedes is the winner of its national hardware design competition. As part of the competition, designers were called to concept an original line of luxury kitchen and bath hardware to win their very own Baldwin collection. Two finalists were selected and showcased from April 26-April 28 at KBIS, where customers and fans were given the chance to vote for their favorite. Friedes emerged as the winner and his collection is planned to be launched in early 2012.

“Baldwin is pleased to invite Michael Friedes into the Baldwin family,” says Rob Empfield, Baldwin Hardware Brand Manager. “Friedes’ design aesthetic of livable luxury reflects Baldwin’s brand values of quality, craftsmanship and functionality and we are confident that the new cabinet hardware line will add depth and texture to our existing collections. We received several beautiful design concepts and want to thank each designer for taking the time to submit his/her work.”

San Francisco-based designer, Micheal Friedes, founder of Michael Friedes Design Associates, has a strong portfolio of product design and collaborations, including his own collection called MFDA Art Collection as well as rugs for Royal Intercontinental and wall art for the Franklin Home. “The inspiration for my Baldwin Hardware concept came from a beautiful piece of jewelry; specifically a classic chain link necklace or bracelet. I love how it is a combination of modern and traditional, while being masculine and feminine,” explains Friedes.

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Following KBIS, Baldwin will begin its design process in an effort to bring Friedes' concept to market by early 2012. Friedes will work with Baldwin's industrial designers to take his concept from a sketch, to a 3D model and cast that can then be used throughout the forging process. In addition to bringing Friedes' line to market under his namesake, he will be featured on Baldwin's website (www.BaldwinHardware.com), as well as marketing collateral and merchandising materials.

For more information on Friedes, including a bio, downloadable images, interviews as well as information on all of Baldwin's current cabinet hardware collections, please visit www.baldwinpresskit.com/KBIS.

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.

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