
KBIS SHOWCASE



“JEWELRY FOR THE HOME”

IN CELEBRATION OF Baldwin Couture, we will showcase our Estate lock portfolio, featuring Couture, in a ‘jewelry store’ setting. Get a behind-the-scenes look at the creative process that preceded Couture and meet our amazing designers. We’ll also offer a sneak peak at our new keyless entry lock, Baldwin Legacy video, and more.

KBIS Chicago
April 16-18, 2010
Booth # S4209

For more information, contact your sales representative.

JEWELRY PROMOTION



TIFFANY & CO. KEYS

IN CONJUNCTION WITH our ‘Jewelry for the Home’ KBIS theme, Baldwin is gifting Tiffany keys — both before and at the show.

ENTER TO WIN:

Drawings will be held at our KBIS booth: 11am & 3pm, 4/16-17.

EXCLUSIVE TO DESIGNERS & ARCHITECTS:

10 designers or architects will also be selected to receive Tiffany keys reminiscent of Baldwin’s rim lock skeleton keys.

If you’re an architect or interior designer, have an affinity for Tiffany jewelry and premium hardware, then this is for you.

Enter at: <http://www.baldwinhardware.com/tiffany>

THE BALDWIN TEAM

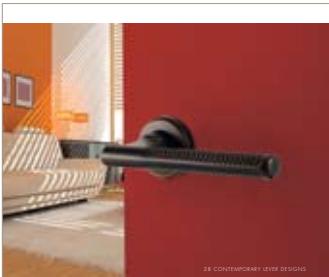


BALDWIN'S FOUNDER, SEVERIN FAYERMAN

FOUNDED IN 1946 by Polish WWII survivor Severin Fayerman, Baldwin quickly rose to prominence with placements including Eisenhower's White House and Jackie Kennedy's Martha's Vineyard estate. Mr. Fayerman is still going strong at 88 years young, regularly shares his story of survival and success, and recently narrated a video of Baldwin's influence on premium hardware in America.

He discusses Baldwin's legacy of industry-firsts including forging solid brass hardware (far superior to casting), the 'modern' mortise box and rim lock, and PVD Lifetime finishing. Look for the video at KBIS, on our web site or at premium showrooms across the country later this year.

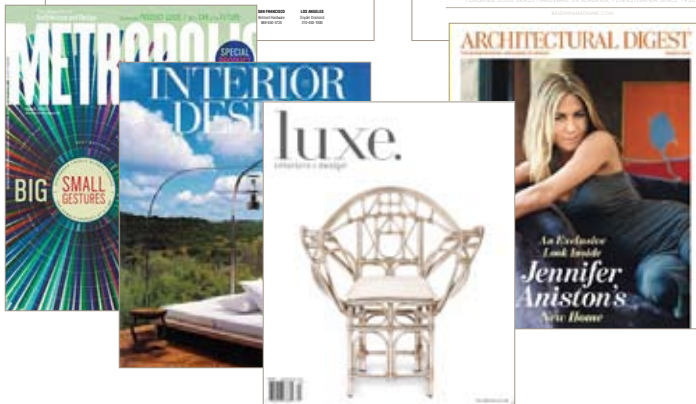
THE BALDWIN BRAND



BALDWIN



BALDWIN



BACK TO OUR ROOTS

GONE ARE THE DAYS of lavish spending. With the changing of the times, Baldwin is moving away from the "Make a Statement" tag line and back to our core identity of quality and excellence.

'Timeless Craftsmanship' is core to who Baldwin is and will remain on Baldwin's key, but instead of a tag line attached to our logo, 'BALDWIN' will always stand alone - without a tag line. In step with a return to our great heritage, Baldwin will now include as a byline:

'Forging solid brass hardware in Reading, Pennsylvania since 1956.'

Look for our full page ads in Metropolis, Luxe, Interior Design and Architectural Digest. For marketing materials, please contact Rob Empfield, Brand Manager, at:

rob.empfield@bdhhi.com - or - 949-672-4386

BALDWIN