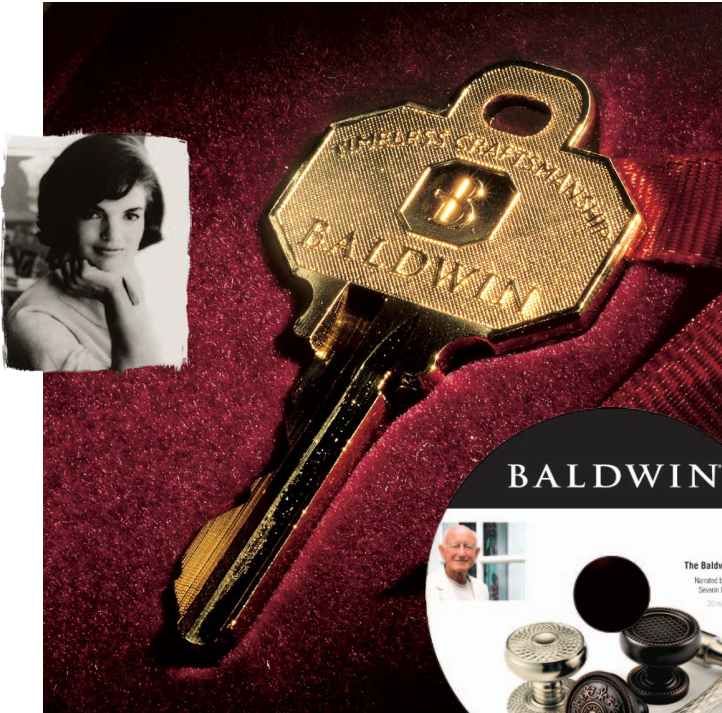


BALDWIN®

THE BALDWIN STORY . SUMMER 2010

THE BALDWIN BRAND



“A LEGACY OF INNOVATIONS” VIDEO

BALDWIN HARDWARE'S LEGACY is the epitome of the American Dream story. Severin Fayerman survived WWII imprisonment, immigrated to America and founded Baldwin Hardware on January 2, 1946. Just a few years later, Baldwin door knockers were Mamie Eisenhower's gift item of choice for guests of the White House.

In 1956, Baldwin moved to Reading, Pennsylvania, and became the first company in the world to forge solid-brass door hardware. This innovation led to a new era of decorative hardware and opened the door to exciting designs and remarkable finish quality. Baldwin's legacy extended to custom hardware projects like one-of-a-kind rim locks for Jackie Kennedy and a Smithsonian commission for authentic reproductions from its archives.

To learn more about Baldwin's great heritage, look for our new “Legacy of Innovations” video narrated by our founder, Severin, on our web site and our new Facebook page. DVDs are also available upon request.



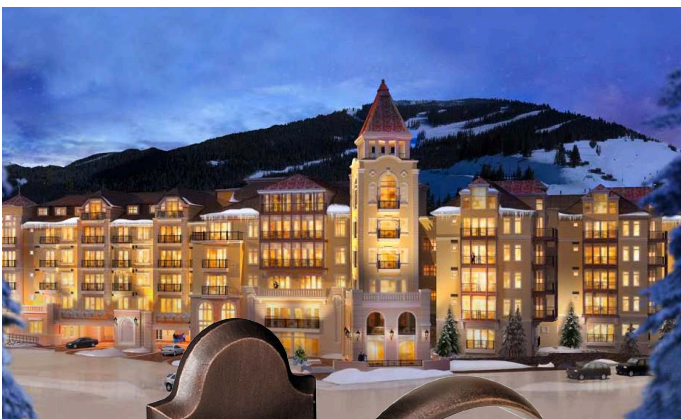
BALDWIN



SEVERIN FAYERMAN



PROJECT SHOWCASE



RITZ CARLTON, VAIL

BALDWIN'S BEAVERTAIL LEVER was chosen for The Ritz-Carlton Residences, a home that exceeds every expectation.

Rising from the heart of Vail above the banks of Gore Creek, within walking distance of The Eagle Bahn Gondola, The Residences are the perfect home for relaxed mountain living. Featuring 71 luxurious homes, The Ritz-Carlton Residences, Vail offers an environment that is gracious and inviting — a lavish and welcoming home in which to relax and entertain family and friends.



THE BALDWIN TEAM



ELLIOTT SCHNEIDER

Education: Bachelor of Science, Mechanical Engineering, Cornell University
Bachelor of Science, Industrial Design
The San Francisco Academy of Arts

Experience: Extensive automotive, furniture, hardware and plumbing design with companies including: Nissan, LowRider, Baldwin, Price Pfister, Design Within Reach

Awards: Numerous hardware industry awards, Motor Trends International Design Contest, Formula One SAE Championship, Design Within Reach – Furniture Design



YOS SINGTOROJ

Education: Bachelor of Science, Product Design, The Art Center College of Design, Pasadena

Experience: More than 15 years of industrial design experience in hardware, houseware, plumbing, fitness equipment and technology, with companies like Baldwin, Price Pfister, Viewsonic, CTX computers, Princeton, Premio, Star Trac, and Altec Lansing.

Awards: Numerous hardware industry awards, Diba's electronic appliance award

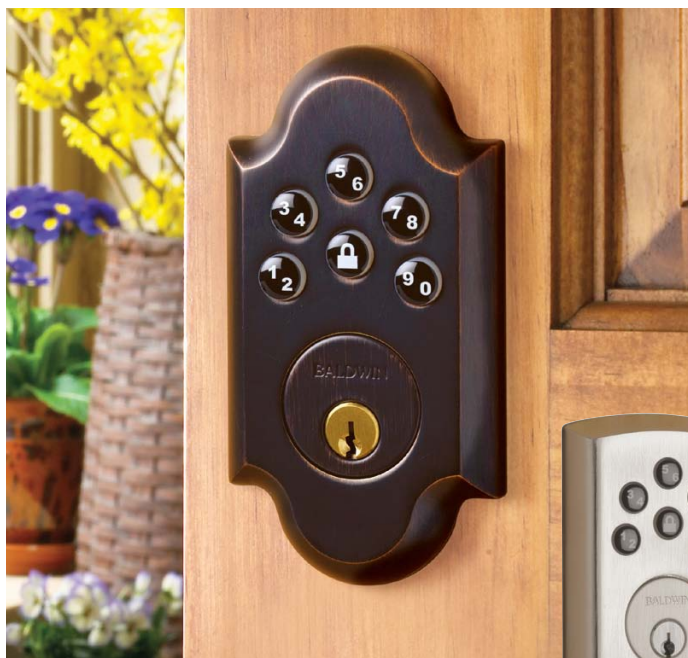
OUR INDUSTRIAL DESIGNERS

BALDWIN HAS A RICH HISTORY of making both historically accurate and truly original designs. Our design team, led by Yos Singtoroj and Elliot Schneider, is deeply immersed in the study of architecture and design. They are current on the latest trends and observe the subtle style cues found in historical artifacts. Yos and Elliott are the design leads behind most of Baldwin's launches over the past few years, including 30+ contemporary levers, multi-point, Couture and The Severin Collection.

Whether the focus is colonial, contemporary, or an eclectic mix from cultures around the world, Baldwin's designers have a deep respect for history and detail.



PRODUCT SHOWCASE



KEYLESS ENTRY HAS LAUNCHED!

BALDWIN HARDWARE, first to forge solid-brass hardware and innovator of the Lifetime® PVD finish, is proud to announce a premium keyless entry lock that provides security and convenience with Baldwin's superior quality and styling.

The keyless entry product features one-touch locking with the only motorized deadbolt for true security. It is easy to install in a standard tubular door prep and has two customizable access codes for more control over who has access to your home. Assign a temporary code to a guest, baby sitter or contractor, then delete it when you see fit. Totally eliminate the need for keys.

Two styles are offered, the contemporary Soho in four modern finishes, and the rustic Boulder, with warmer, dark finishes. The deadbolts are ideal for any garage or side entry door, or can be installed with a handleset kit for a keyless entry front door.

We will begin taking orders on July 23, 2010 with an initial 6 week lead time for launch. If you have any questions, please contact your local sales representative or visit our web site.

BALDWIN®