

## PRODUCT SHOWCASE



### KEYLESS ENTRY

BALDWIN, THE LEADER in residential hardware innovation, is introducing a line of keyless entry locks with a new, smarter way to connect to your home called Home Connect. This technology works by allowing your door locks to wirelessly talk to other technologies in your house, such as security, thermostat, and home theater systems.

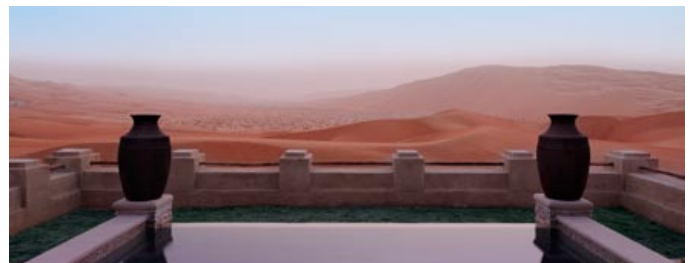
Imagine opening the front door and having your house effectively greet you. The lights turn on to your exact specifications, your favorite music starts playing, and the A/C kicks in for that just-right temperature. Also, imagine unlocking your door from your cell phone for a guest or receiving a text message letting you know your child just got home from school.

Baldwin's Home Connect has the power to make it happen. Early introduction at CES in January and coming Spring 2010.

Stay tuned for more information or visit:

[http://www.baldwinhardware.com/access\\_control.aspx?nav=1\\_143](http://www.baldwinhardware.com/access_control.aspx?nav=1_143)

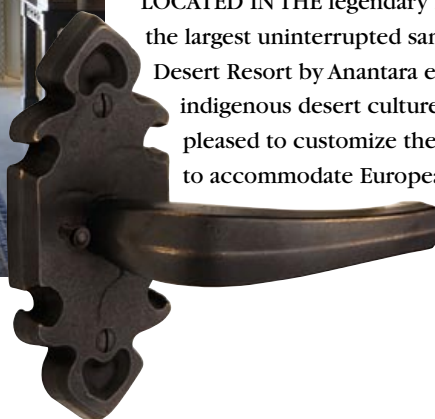
## PROJECT SHOWCASE



### QASR AL SARAB, ABU DHABI

LOCATED IN THE legendary Liwa Desert in the Empty Quarter, the largest uninterrupted sand desert in the world, Qasr Al Sarab Desert Resort by Anantara embraces the epic adventures of indigenous desert culture with renowned luxury. Baldwin was pleased to customize the bronze Archetypes Villa Collection to accommodate European mortise for the most exclusive resort in the Middle East.

<http://qasralsarab.anantara.com/>



---

## THE BALDWIN TEAM

---



### WARREN GIFT

AT BALDWIN, CUSTOMER SATISFACTION is one of our highest priorities. We strive to produce superior products, delivered when promised and without error. The Customer Relations team has the responsibility of acting as the voice of the customer and ears of Baldwin. While many customers like to work with certain CSR's, no one is sought after or commended more than Warren Gift.

Having worked throughout many areas of the factory starting in 1970, Warren acquired an extensive knowledge of Baldwin. Add that expertise to his warm and winsome personality and you can understand why Warren is so highly praised.

Some customers have commented that they call Warren just to be 'cheered up' by him when they are having a bad day. We think that's a mark of exceptional customer service. In 39 years at Baldwin Hardware, Warren has always been a 'gift' to all who work with him.

---

## THE BALDWIN BRAND

---



### INVESTING IN THE FUTURE

NOW IS THE TIME to grow. Baldwin is actively seeking out the best opportunities to strengthen our strong foundation and expand. In 2009, we received some awards and strong placements in publications like Luxe, House Beautiful and This Old House.

In 2010, we will launch a stunning, new web site, build brand equity with advertising in Architectural Digest, Luxe and other premier shelter magazines, as well as dynamic e-media like ASID's Eye on Design e-newsletter.

2010 is going to be an exciting year for Baldwin Hardware. Please contact Rob Empfield, Brand Manager, at [rob.empfield@bdhhi.com](mailto:rob.empfield@bdhhi.com) or 949-672-4386 if you want to partner with Baldwin in our 2010 marketing projects.

## BALDWIN