

CUSTOM DESIGN

— SINCE 1946 —



BALDWIN®

AN AMERICAN DREAM

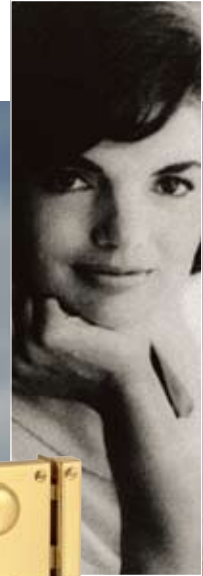
— A LEGACY OF CREATIVITY & INNOVATION —

BALDWIN'S FOUNDER, Severin Fayerman, survived WWII imprisonment and came to America penniless in 1945. He began Baldwin Hardware on January 2, 1946 and just ten years later had placements in the White House.

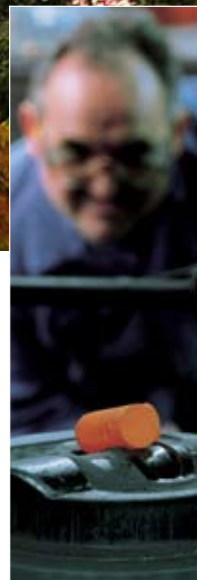
In 1956, Baldwin moved to Reading, Pennsylvania and became the first company in the world to forge solid brass door hardware. This innovation paved the way for custom hardware projects like one-of-a-kind rim locks for Jackie Kennedy and the Smithsonian commissioning Baldwin to make authentic reproductions.

Baldwin's legacy of custom projects and historical restorations is unsurpassed. Baldwin has the expertise and service needed for custom design, engineering and finishing projects.

With placements ranging from The Paca House to The Ritz-Carlton, Donald Trump to 50 Cent, Baldwin Hardware's heritage is rich and diverse.



1956
Baldwin's French knocker
became the gift item of choice
for Mamie Eisenhower



QASR AL SARAB

— THE MOST EXCLUSIVE RESORT IN THE MIDDLE EAST —

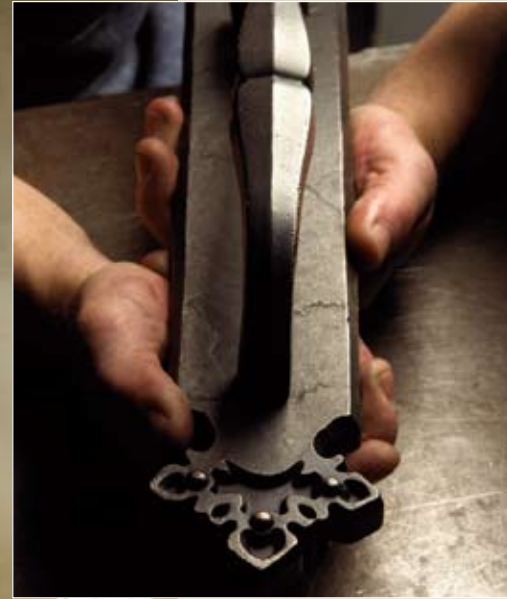
LOCATED IN LEGENDARY Liwa Desert in the Empty Quarter, the largest uninterrupted sand desert in the world, Qasr Al Sarab Desert Resort by Anantara embraces the epic adventures of indigenous desert culture with renowned luxury.

PROJECT STORY:

From state-of-the-art design capability to technical experts on-site, even in far away places like the Liwa Desert, Baldwin has the tools needed to bring large scale projects like Qasr Al Sarab to fruition. When the owner decided to change the doors and locks from ANSI to European specifications, Baldwin didn't miss a step. When the project time lines accelerated, Baldwin kept up. When door specifications changed again, Baldwin attended marathon meetings with all the stakeholders to complete new division 8 door schedules. Baldwin is a true partner, making and keeping commitments to the most discerning owners, builders, architects, and designers around the world.

CUSTOM PRODUCT INCLUDED:

600mm & 2m pulls, edge pulls, Euro profile escutcheon trim, 5" backset lock trim, glass kits for bronze shower systems



Designer: Hirsch Bedner Associates (HBA)
Manufacturer: Baldwin Hardware
Distributor: Metallic Equipment Co
General Contractor: Tourism Development & Investment Company (TDIC)
Builder: Al Jaber Engineering and Contractors LLC (ALEC)
Operator: Anantara Resorts

BALDWIN

AUTHENTIC DESIGN

— AND THE TEAM THAT MAKES IT HAPPEN —

BALDWIN HAS A RICH HISTORY of making both historically accurate and truly original designs.

Our design team 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. 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.

After research and reviewing design specifications of the project, come pencil sketches. This step in the design process is essential to narrow focus. From sketches to digital renderings, our designers use advanced technology to develop shape and form. Advanced 3-D printers then make the refinement of proportions and ergonomics an amazingly quick and efficient process.

We are committed to maintaining your design intent throughout the entire process. Upon approval of the final design, Baldwin's Industrial Design Team will produce working samples. Quotes and tooling are the final steps before manufacturing begins.



With outstanding educational pedigrees and more than 30 years of combined industrial design experience in hardware, house ware, and plumbing, Elliott and Yos have been the leading creative forces behind Baldwin's many product launches over the past decade.

ELLIOTT SCHNEIDER
B.S., Mechanical Engineering, Cornell University
B.F.A., Industrial Design, San Francisco Academy of Arts

YOS SINGTOROJ
B.S., Product Design
The Art Center College of Design, Pasadena



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