

May 24, 2012

To: All Baldwin Customers

Re: Baldwin Archetypes™ Discontinuance

We have made the decision to discontinue the Archetypes portfolio in its entirety; including all lock and hardware products in all Archetypes finishes.

Baldwin will honor orders received prior to September 1, 2012. After Friday, August 31, 2012 any order for Archetypes product will be processed from available inventory only on a first-come, first-served basis. We have outlined some product images that are affected by this discontinuance in the attached PDF. [Click Here to View PDF.](#)

The discontinuance of Archetypes will allow us to invest in new products in our existing Estate™ and Reserve™ portfolios. One new product launch coming later this year includes five (5) new cabinet hardware families inspired by the Couture and Severin Fayerman Collections within the Estate portfolio. Each of these style families will include coordinating cabinet knobs, cabinet pulls, and appliance pulls in a variety of sizes and finishes. Pricing, product details, and launch information will be available in the July timeframe with an anticipated launch in Fall 2012.

Please share this information with your associates and feel free to contact your Baldwin sales representative with any questions.

Thank you for your continued support,

The Baldwin Marketing Team