

July 31, 2012

To: All Baldwin Customers

Re: Baldwin™ Estate® General and Cabinet Hardware Update

The following information includes details regarding upcoming changes to the Baldwin Hardware cabinet and general hardware portfolio.

New Products

Baldwin is pleased to announce the September 24, 2012 launch of five new cabinet hardware design families. Inspired by the Couture and Severin Fayerman Collections within the Estate lock portfolio, each family will include a coordinating cabinet knob, 3" and 4" cabinet pulls, and 8", 12", and 18" appliance pulls; all offered in five popular Baldwin finishes.

Price Increase & Product Discontinuances

In coordination with the July 2011 Estate lock price increase, effective on orders received after close of business Friday, October 12, 2012 Baldwin will be implementing an average 9% price increase across the entire general and cabinet hardware portfolio. Some of the categories that are most impacted by the change are highlight in the table to the right.

Category	Avg. Increase
Catches & Latches	11%
Cabinet Hardware	9%
Door Stops	10%
Hinges	8%

At the same time, Baldwin has made the decision to discontinue a selection of non-performing products. Highlighted on the subsequent pages, the last day to order these discontinued items will be Friday, October 12, 2012. Orders received after the discontinuance date will be processed from existing inventory only. These products will not be impacted by the previously mentioned price increase.

A detailed SKU listing with the new items, discontinued items, as well as the new pricing will be provided to you in August.

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

Thank you for your continued support of Baldwin.

Sincerely,

The Baldwin Marketing Team