

BALDWIN®

January 15, 2016

To: Baldwin Reserve Customers

Re: New Reserve price book, price increase and product launch

Dear Baldwin Customer:

Effective April 4, 2016, new list prices will be established for Reserve products.

The changes are limited to select product categories and comprise a 1.07% average increase across the Reserve portfolio. At the same time, we will introduce new products to the Reserve portfolio. Below are additional details:

- Reserve orders placed prior to April 4, 2016 will be entered using current list prices.
- Reserve orders placed starting April 4, 2016 will be entered using the new list prices.
- New Reserve price books will ship early February to customers (PDF version enclosed).
- An Excel spreadsheet containing new list prices and SKU detail for **existing SKUs** is available now from your Baldwin Sales Representative.
- An Excel spreadsheet containing list prices and SKU detail for **new SKUs** that are part of the Reserve product launch will be available late February from your Baldwin Sales Representative.
- The Reserve new product launch includes new Contemporary and Traditional styles, new Polished Nickel finish and new privacy function enhancement.

Should you have any questions regarding the price book or price increase, please contact your Baldwin Sales Representative.

Thank you for your continued support of the Baldwin Brand and we look forward to partnering with you on the upcoming Reserve new product launch, with more details available next month.

Regards,



Fredy Orellana
Group Product Marketing Manager