

BALDWIN®

ESTATE™



Coined & Knurled Launch Presentation
Launching: 8.16.2021

Contents

Table of Contents	Page
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Coined and Knurled Launch Overview	
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New Tulip Knobs	3
New Knurled Collection	4
K012 Specifications	5
K013 Specifications	6
5054 Specifications	7
L030 Specifications	8
List Price & MSRP	9
Image Assets	10
Key Dates	11

New Tulip Knobs



*K012 Tulip Knob -
Shown in 044 Lifetime
Satin Brass*



*K013 Coined Tulip Knob -
Shown in 260 Polished
Chrome*

Offering Details

- K012 & K013 Tulip knobs will launch as a la carte sets in (MR & IMR Functions)
- The K013 Knob features an elegant precision coining detail around the outer rim
- Available in 15 Estate finishes

Item #	Description	Wt.	Tier 1 Finishes	Tier 2 Finishes
K012.xxx.MR	Minus Roses - pair	2.2	\$227	\$253
K012.xxx.IMR	Individual Minus Rose - half pair	1.1	\$113	\$128
K013.xxx.MR	Minus Roses - pair	2.2	\$227	\$253
K013.xxx.IMR	Individual Minus Rose - half pair	1.1	\$113	\$128



New Knurled Collection



*5054 Knurled Knob -
Shown in 056 Lifetime
Satin Nickel*



*L030 Knurled Lever -
Shown in 060 Satin
Brass & Brown*

Offering Details

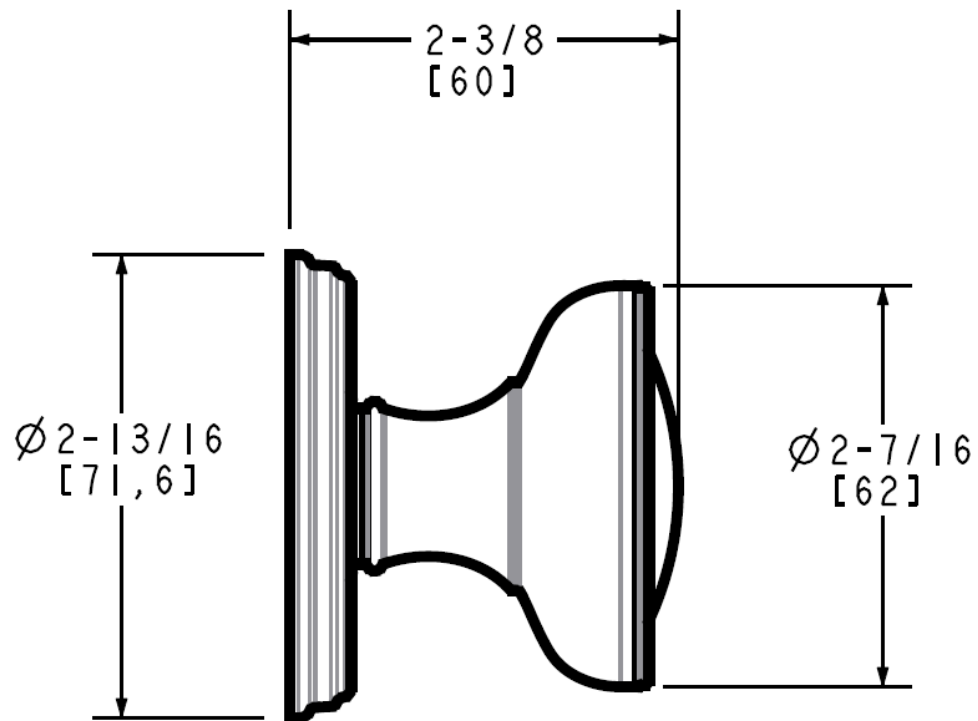
- 5054 & L030 Knurled Knob and Lever will launch as a la carte sets in (MR & IMR*RMR, LMR Functions)
- Both designs feature a precision diamond knurling pattern that are visually appealing while being smooth to the touch
- Available in 15 Estate finishes

Item #	Description	Wt.	Tier 1	Tier 2
			Finishes	Finishes
5054.xxx.MR	Minus Roses - pair	2.0	\$246	\$277
5054.xxx.IMR	Individual Minus Rose - half pair	1.0	\$123	\$139
L030.xxx.MR	Minus Roses - pair	1.7	\$246	\$277
L030.xxx.RMR (.LMR)	Right (Left) Minus Rose - half pair	0.85	\$123	\$139



K012 Specifications

Product Dimensions



What's in the Box

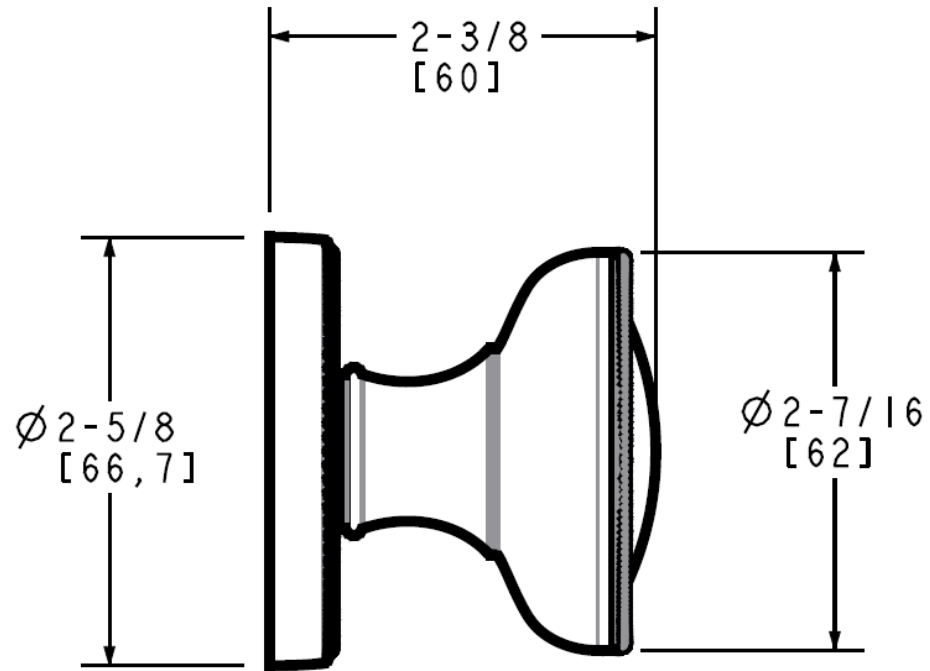


*UNIT OF MEASURE: inches [mm]

KNOB_K012

K013 Specifications

Product Dimensions



What's in the Box

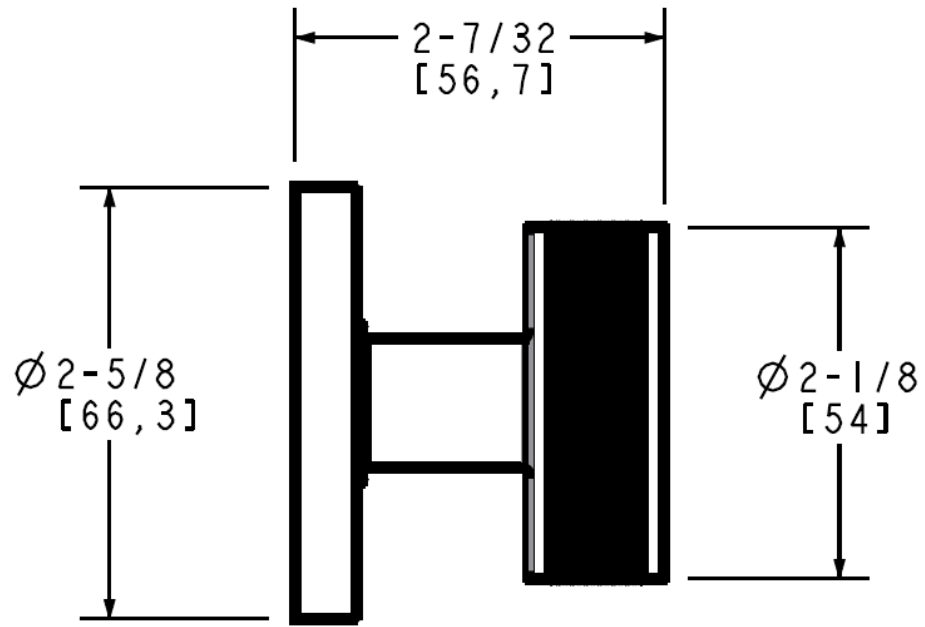


*UNIT OF MEASURE: inches [mm]

KNOB_K013

5054 Specifications

Product Dimensions



*UNIT OF MEASURE: inches [mm]

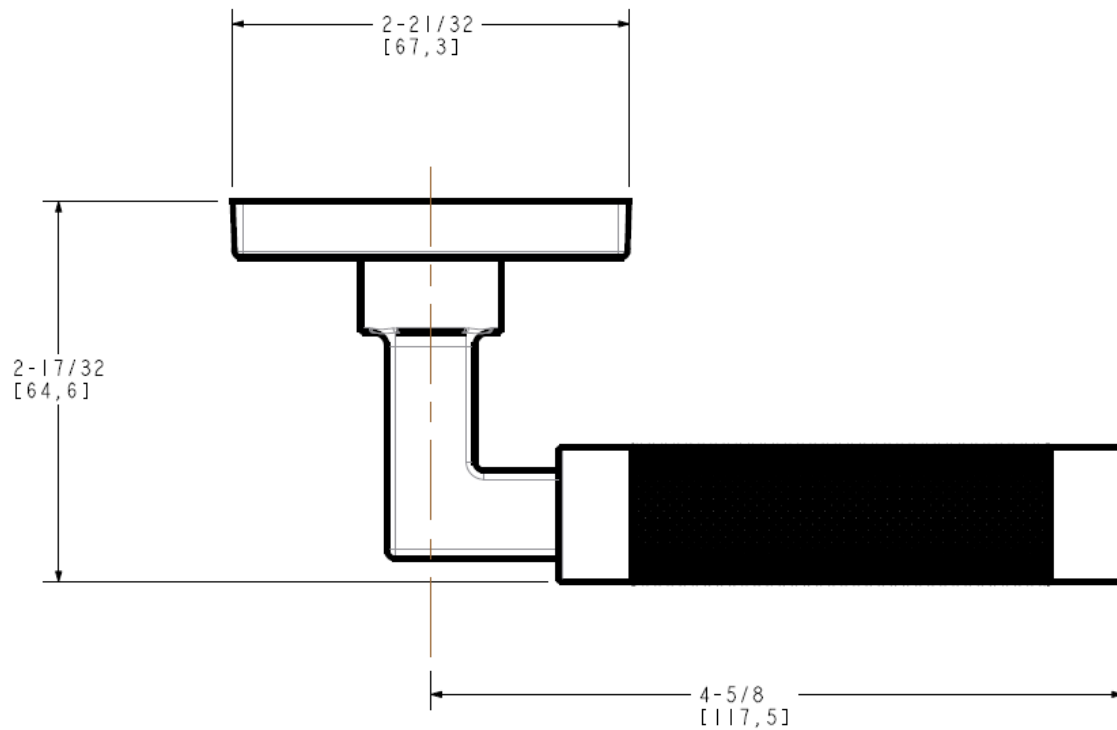
KNOB_5054

What's in the Box



L030 Specifications

Product Dimensions



*UNIT OF MEASURE: inches [mm]

LVR-L030

What's in the Box

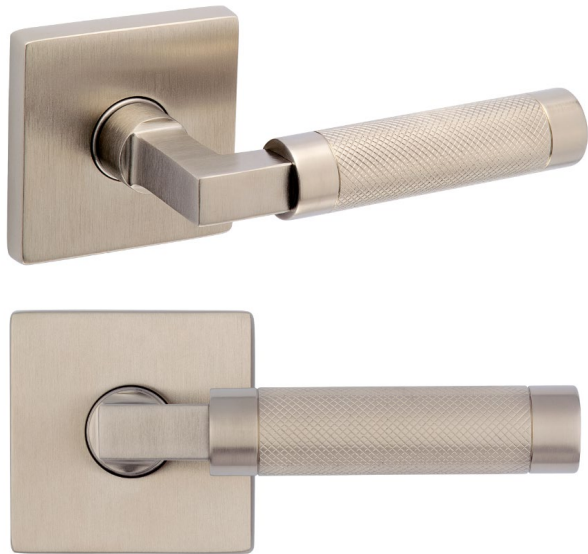


List Price & MSRP

Product	Tier 1 List Price	Tier 1 MSRP	Tier 2 List Price	Tier 2 MSRP
K012.XXX.MR	\$ 227.00	\$147.55	\$253.00	\$164.45
K012.XXX.IMR	\$ 113.00	\$73.45	\$128.00	\$83.20
K013.XXX.MR	\$ 227.00	\$147.55	\$253.00	\$164.45
K013.XXX.IMR	\$ 113.00	\$73.45	\$128.00	\$83.20
5054.XXX.MR	\$ 246.00	\$159.90	\$ 277.00	\$180.05
5054.XXX.IMR	\$ 123.00	\$79.95	\$139.00	\$90.35
L030.XXX.MR	\$ 246.00	\$159.90	\$ 277.00	\$180.05
L030.XXX.RMR (LMR)	\$ 123.00	\$79.95	\$139.00	\$90.35

Image Assets

Clipped Images



Vignettes



Beauty



Hightail Link for all images: [Coined + Knurled Images](#)

Coined & Knurled Key Dates

Activity	Date
Updated Product Pages Live on baldwinhardware.com	August 12 th
Launch (Take Order Date)	August 16th
Email Campaign	September 10 th
Email Blast #2	September 10 th
Email Blast #3	September 21 st
Email Blast #4	September 30 th
Social Media Campaign	September 10 th – September 30 th
Press Release	September 10 th
2021 Estate Price Book Available	Mid-September

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THANK YOU!