

BALDWIN®

December 6, 2021

To: Baldwin Customers

Re: *Estate Product Discontinuances*

Dear Baldwin Customer,

Over the last 18 months, the Baldwin team has focused on improving Estate service levels, investing in our inventory position to best support the 4,000+ SKU Quick Ship program and exploring options to improve the Estate portfolio to create the best customer experience possible. Today, we share these upcoming improvements with you.

To ensure we effectively balance our product offering and continue to bring the right selection and styles to market, we are announcing several product, category and finish discontinuances within Estate. These discontinuances will be effective May 23, 2022 with all items available while supplies last after this date.

Some product discontinuances include Quick Ship items. All Quick Ship product discontinuances will be available while supplies last effective February 1, 2022 and, once out of stock in this configuration, will continue to be supported at our standard 4 week lead time through May 22, 2022.

A more relevant and healthy Baldwin Estate mix will allow us to react faster in market with product improvements, new product introductions and enhanced service to continue improving the Baldwin customer experience. We look forward to replacing discontinued products with a robust new product road over the next 18 months, including a new Finish introduction, a new Handle Set Collection, refreshed 5" Decorative Roses, expanded Finishes in Crystal Knobs and the highly anticipated full refresh of the Cabinet Hardware offering.

Last, we are excited to announce that effective May 23, 2022, we will eliminate 2 Tier pricing and will harmonize pricing across all Estate Finishes. There will no longer be an upcharge for our specialty and PVD Finishes. We will also continue to expand our Lifetime PVD Finish offering within the portfolio and the Quick Ship program.

See below for more details regarding the upcoming changes:

- Updated Estate PDF and hard copy price books will be available late April 2022.
- An overview detailing the product discontinuances is now available and an Excel spreadsheet detailing the May 23, 2022 item discontinuances is now available.

Thank you for your partnership through these changes. If you have any questions on any of these updates, please contact your Baldwin Sales Representative.

Regards,



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Sr. Product Marketing Manager



Aaron Brueck
Director of Sales



Zeyry Ely
Channel Manager