

Baldwin
**ADJUSTABLE
LATCH**



AGENDA

Adjustable Latch & Mechanical Accessories

Adjustable Latch

- Overview
- Key Benefits
- What's Included
- Activation Plan
- FAQ

New Bore Adaptors

- Selection Process

New Roses

- Overview

Pricing

Selling Tools/ Information

Marketing Plan

Testimonials

WHAT WE ARE LAUNCHING

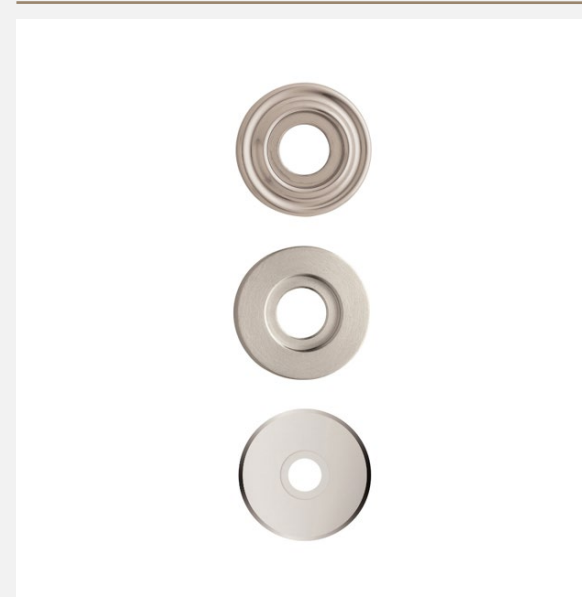
2 Latches in 13 Finishes



4 New Bore Adapters (6 Total)



Three New 2" Roses



PRODUCT OVERVIEW

Adjustable Latch New Product Launch

28 Degree Rotation Adjustable Latches in 13 Finishes*

- Passage Latch with Staked Finished Latch Face
- Privacy Latch with Staked Finished Latch Face
- 5540.xxx.P and 5540.xxx available in Quick Ship

New Bore Spring Assist

- Three Small Bore 1.5" A`dapters: Knob, Lever and Heavy Lever
- 1 New Pre-bore: Heavy Lever Adapter.

New 2" Roses

- R057: 2" version of 5002
- R058: 2" Version of 5006
- R059: 2" version of R016
- All New Roses will Come with ".PV" Privacy Versions.

BALDWIN®

[Play Informational Video](#)

DETAILS

5540.xxx.P



5540.xxx



Misc Parts

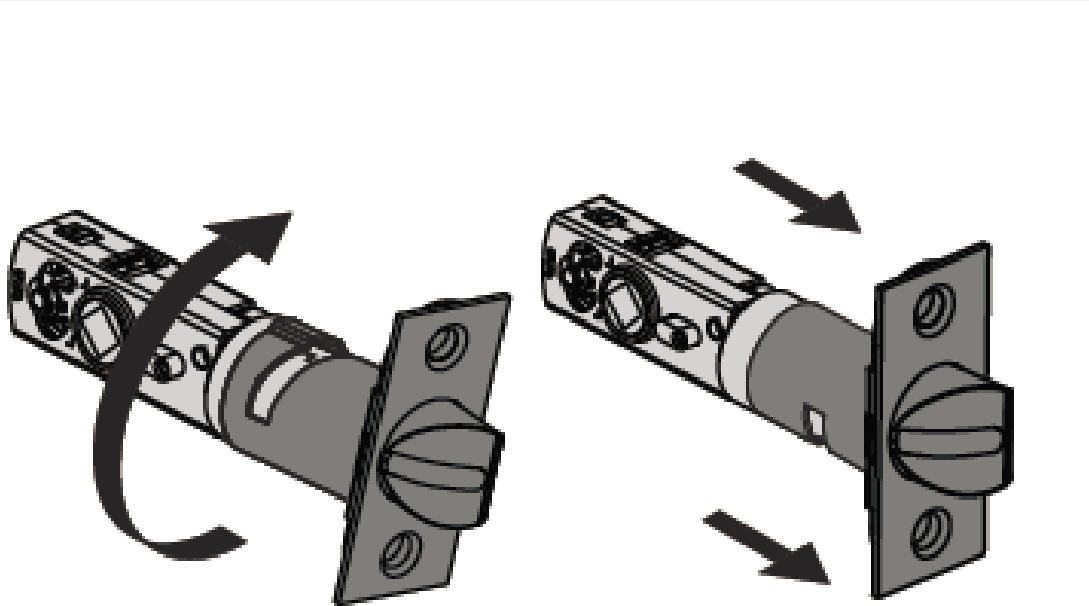


8515.000
Universal Dust Box

5550.xxx.F118
1.25" Face Plate



STEPPING UP OUR GAME



Adjustable Backset with an Easy Twist

Current Latch

- Had to understand back set prior to order
 - Largest Customer Service struggle to date
- Builders/ Showrooms had to stock several options of latches
- Privacy Spacer Not Installed & Easily Lost

New Adjustable Latch

- Adjusts Easily from 2 3/8" to 2 3/4"
- Enhanced Knob and Lever Strength for smoothest handing
- Pre-installed privacy spacer
- Still utilizing the revolutionary anti- Friction bolt head insert for quiet closing and reduced strike plate scratches
- Same Incredible 28 Degree latch quality known from Baldwin, for easy hand turning

Pre-Configured

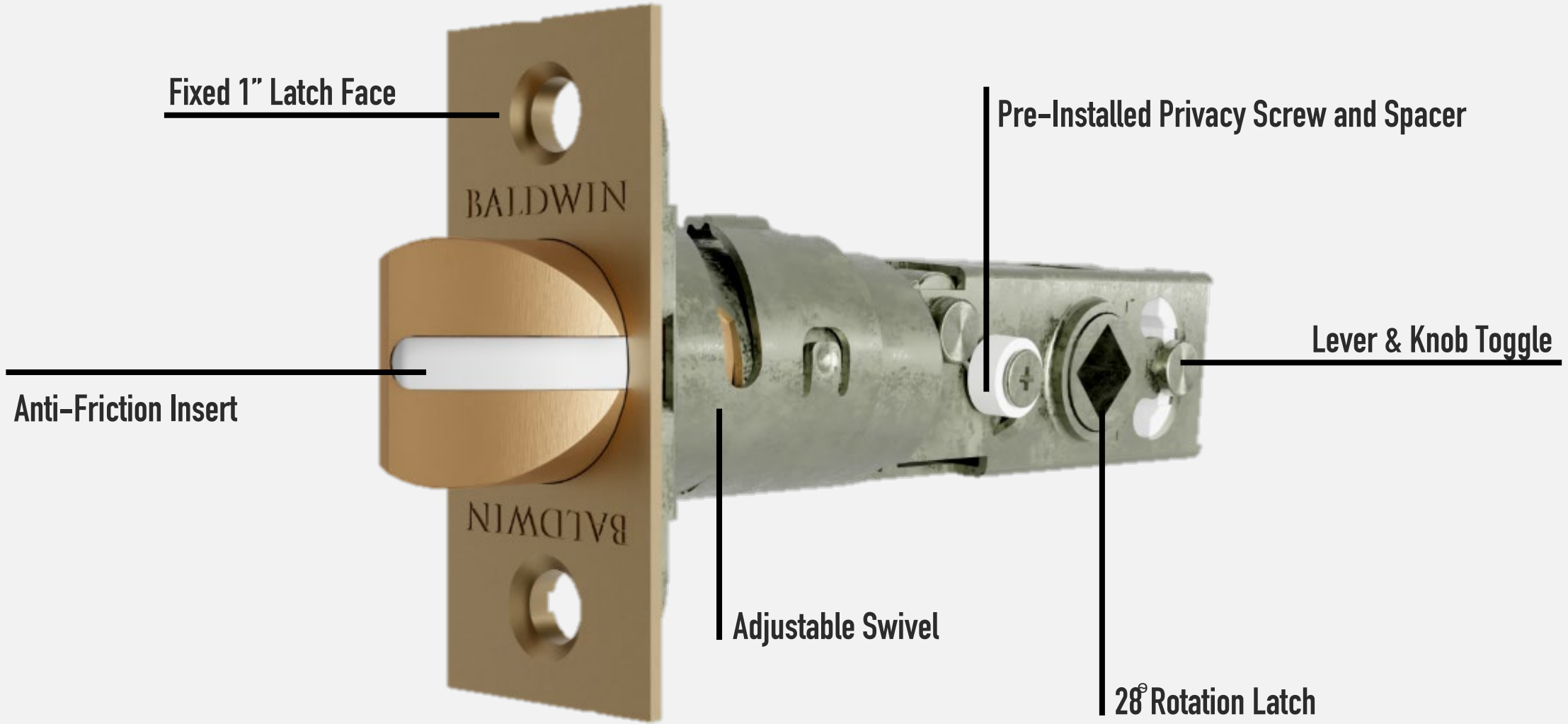
- Complexion Reduction
- Ultimate Ordering Ease

A La Carte

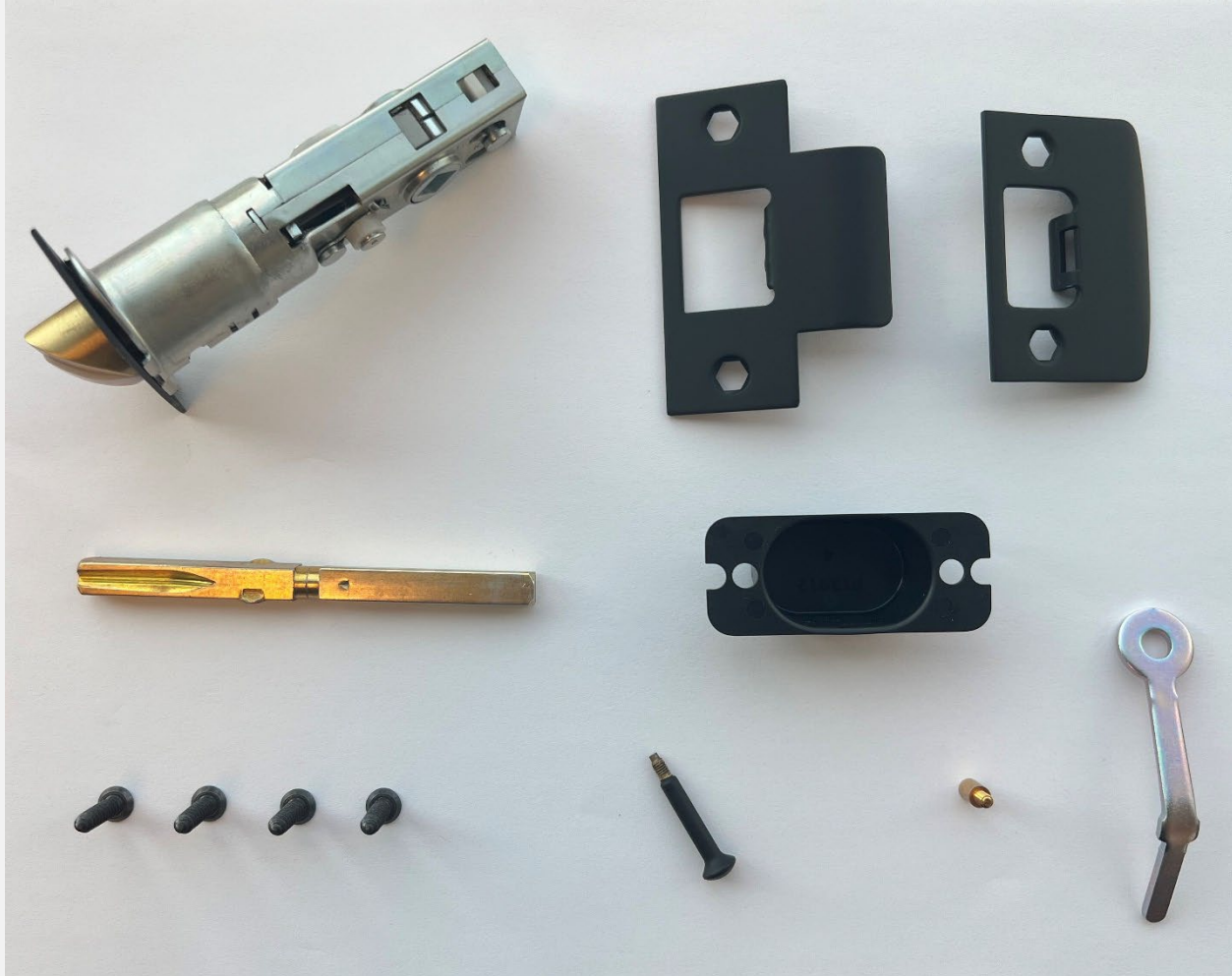
- Singular Option for Passage & Privacy
- Both T-strike and Full Lip Strike Included
- Precision Performance

CLOSE UP LOOK

Adjustable Privacy Latch (5540.044.P)



WHAT'S IN THE BOX



Included in A La Carte:

- Adjustable Backset Latch
- 1" Fixed Latch Face
- 5510.xxx.TSTR Standard Box Strike (T Strike)
- 5510.xxx.FSTR Full Lip Strike
- Universal Dust Box
- Installation Instructions
- Template

Privacy also includes:

- Privacy Pin
- Pre-Installed Privacy Screw & Spacer
- Emergency Key

A REFINED EXPERIENCE

Updated Instructions

INSTALLATION INSTRUCTIONS FOR NO. 5500 SERIES LATCH WITH 2-1/8" CYLINDRICAL CUTOUT
 (NOTE: This larger cutout is OPTIONAL for PASSAGE LATCHES (see reverse side), but REQUIRED for PRIVACY LATCHES)
 TOOLS REQUIRED: Drill, 1" dia. bit, 5/8" dia. bit, 1/8" dia. bit, Center Punch, Chisel, Hammer, Slotted & Phillips Screwdrivers, Baldwin Trim Aligning Tool #8490 (recommended).
 BE SURE TO READ ALL INSTRUCTIONS BEFORE PREPARING DOOR.

<p>1 POSITION TEMPLATE</p> <p>TOP VIEW OF DOOR ILLUSTRATING BEVEL CONDITION</p> <p>Diagram A</p> <p>Determine latch backset (2-3/8" or 2-3/4"). Fold enclosed template on dotted line and locate on door at desired height (Diagram A). If door is beveled (see Diagram B), place folded edge on low side of bevel as shown above.</p>	<p>2 MARK DOOR</p> <p>Point 2 (face bore) Point 3 (screw mounting points) Point 1 (edge bore) Point 4 (screw mounting points)</p> <p>Mark door at points No. 1, No. 2, No. 3, and No. 4, and center punch for drilling.</p>	<p>3 DRILL EDGE BORE</p> <p>Point 1 (edge bore)</p> <p>1" dia. drill bit</p> <p>Drill 1" dia. hole, 2-3/8" backset.... drill 3-1/2" deep, 2-3/4" backset.... drill 3-7/8" deep.</p>	<p>4 DRILL FACE BORE</p> <p>Point 2 (face bore)</p> <p>2-1/8" dia. hole saw</p> <p>Keep drill perpendicular to door surface and drill through.</p> <p>Note for wood doors: to avoid splintering, drill a centering hole through the door, then drill face bore from both sides.</p>	<p>5 TRACE FACEPLATE</p> <p>Slide latch into edge bore. Check that screw mounting points are centered before tracing the outline of the faceplate.</p>
<p>6 CHISEL MORTISE</p> <p>1/8" dia. chisel</p> <p>Remove latch. Drill 1/8" screw holes. Chisel out mortise 5/32" deep.</p>	<p>7 INSTALL PLASTIC SPACER (PRIVACY LATCH ONLY)</p> <p>NOTE: Round Lug NOTE: Oval</p> <p>Privacy Lug Depressed (Inside of Room)</p> <p>Hold latch with MARKED side up. The side of the latch that will be inside the room MUST BE toward you. Push in the privacy lug with your thumb. Slide either the oval or round plastic spacer over the protruding lug. Fasten with small machine screw. *NOTE: Thread in privacy button after trim is applied.</p>	<p>8 ADJUST BEVEL AND INSERT LATCH</p> <p>NOTE: MARK</p> <p>With MARKED side up, rotate faceplate to assure bevel side of latchbolt faces jamb. Slide latch into edge bore.</p>	<p>9 FASTEN LATCH</p> <p>Fasten latch to door edge with two screws.</p>	<p>10 INSTALL STRIKE</p> <p>Strike Drill Template Doorstop</p> <p>Using strike template, mark jamb, drill screw holes and chisel mortise at proper location. Install strike.</p>

NOTE: We recommend the use of the Baldwin Trim Aligning Tool to ensure precise alignment of the latch and trim.

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CURRENT INSTRUCTIONS

BALDWIN

Bigger Images

QR Code Addition

Improved Brand Experience

BALDWIN

Baldwin
 Technical Support
 1-800-566-1986
 www.baldwinhardware.com

Additional Information about Baldwin's adjustable latch here:



Required tools



INSTALLATION INSTRUCTIONS FOR NO. 5540 SERIES LATCH WITH 1-1/2" AND 2-1/8" CYLINDRICAL CUTOUT

Note: 5540 Series latch can work on non-bored door condition for knobs only.

A Hold the latch in front of the door hole, with the latch face flush against the door edge.

B Is the diamond shaped hole centered in the door hole?

YES: Diamond shaped hole. No adjustment is required. Proceed to next step.

NO: Diamond shaped hole. Grip the latch by the faceplate and rotate the back of the latch to adjust the backset.

C Make sure the bevel side of the plain latch is facing the door jamb.

D While holding the latch to the door with the bevel side of the bolt facing the door frame, adjust the toggle to the upper L position for levers or the middle K position for knobs.

For LEVER installation: (Use top toggle position)

For KNOB installation: (Use center toggle position)

E FOR PRIVACY FUNCTION ONLY: Remove the spacer and the #1 Phillips head screw on the side of the latch that will be facing the interior. The spacer is either round or oval in shape. DO NOT remove exterior screw and spacer.

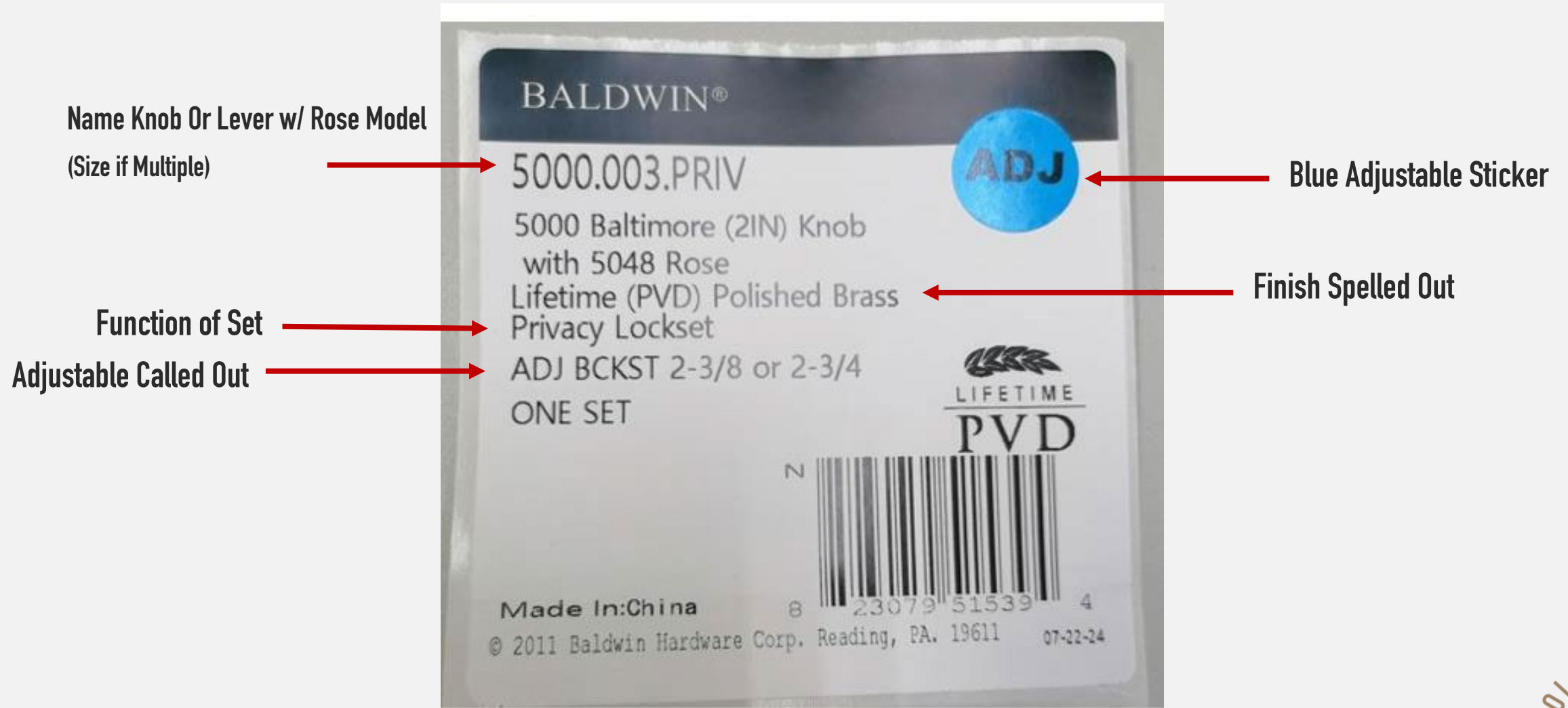
F Insert latch into the door and secure using (2) #8 x 3/4 (19 mm) screws.

PK.1057 Rev 01

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DETAILS IN FOCUS

Product Label Layout Example*



*Image for layout reference only

ACTIVATION PLAN

7/29/2024

Take Order Date for
A La Carte Latch,
New Adaptors, and
New Roses

Launch Samples
Provided to Teams

8/01/2024

Communication
provided with all
product details for
new SKU's

Rolling change to
Adjustable Latch in
Pre-Configured Sets-
FIFO Plan in Place

10/1/2024

New Price Book

Forecast States
Approximately 50% of
Pre-Configure Volume
will be Shipping with
Adjustable Latch

2/01/2025

Take Order Date for
Supply Chain
Estimations 98% of
Pre-Configured Sets
Shipping with
Adjustable Latch

EXISTING LATCH USE CASES

- **UL Fire Rating:** Adjustable latch has not been tested for door which require UL Rating.
- **5002/5006 Rosettes:** Legacy latch will be need for knobs and regular levers.*
- **Escutcheon Plates:** Mortise escutcheons including .KP will need to have 5513/5523 latches for regular levers.*
- **ASA Strikes:** ASA Strikes, common on steel doors, will need to be purchased separately. Sku's not set up with ASA strikes.



FAQ'S

Does the Adjustable Latch Work With Steel doors?

A: Yes, but ASA Strike (5510.xxx.ASTR) will need to be ordered separately

Will the Legacy Latch Still be Available After 7/29/24?

A: Yes, the Legacy Latch Continues to be Available. However, it will not be Quick Ship

Will Roses 5002 and 5006 1 ¾” Roses Still be Available After 7/29/24 ?

A: Yes, 5002 and 5006 Remain in Active Status

Is it Possible to Receive a Mixed Order After 7/29/24 ?

A: Yes, but the Boxes will be Clearly Marked with a Sticker and Updated Label

What if a Consumer Installs a Lever with the Latch at the Knob Setting?

A: The Lever Would be able to Rotate Both Directions, up as well as down

Why are there two Lever settings on the Latch?

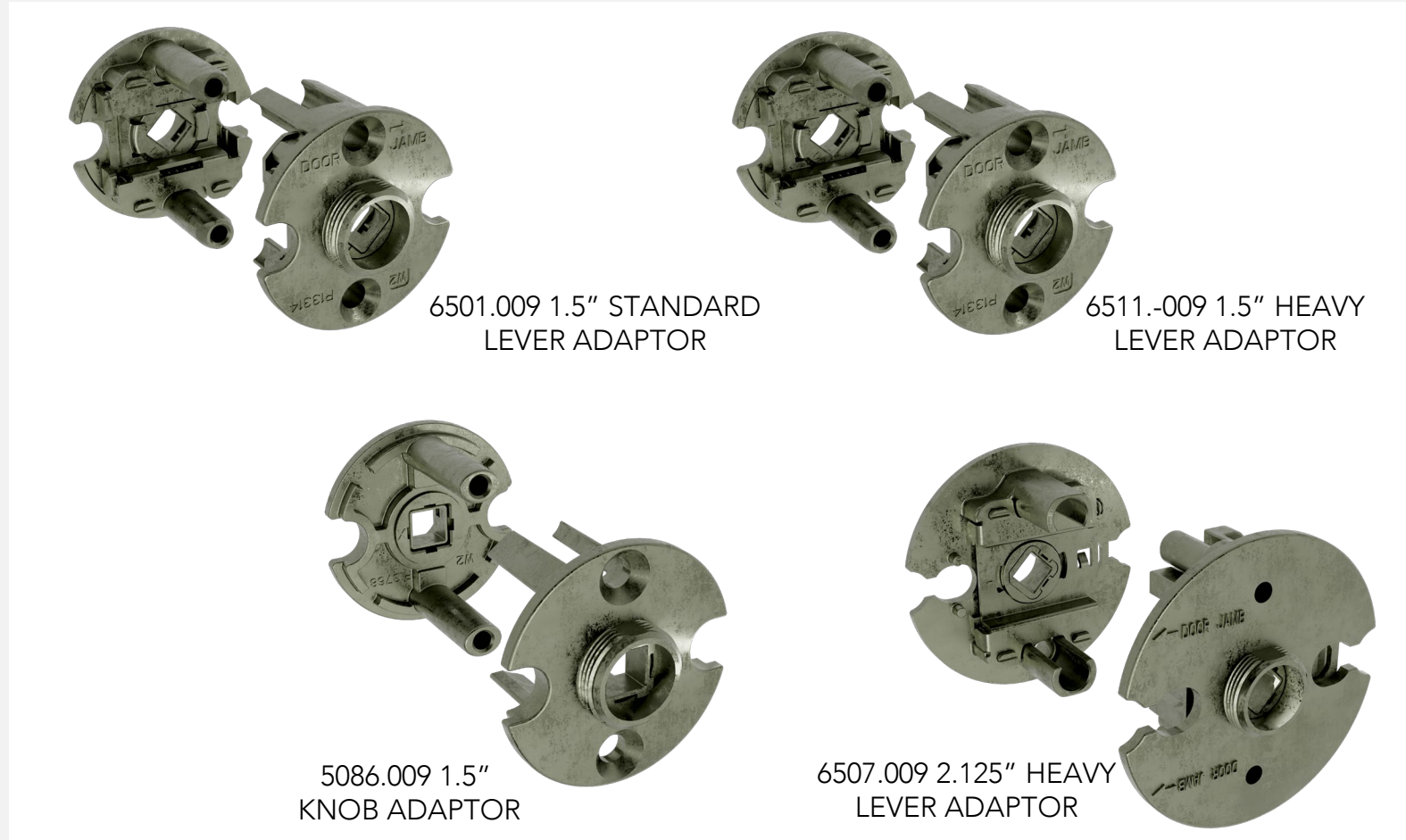
A: There are two different “L” settings due to adjustable backset rotation. If the Lever is installed with the lower “L” setting on the latch, it will rotate upwards and will need to be moved to the upper “L” setting.

What if a Consumer needs a 1.125” Latch Face?

A: A Spare Part Would Need to be Ordered (5550.xxx.F118)

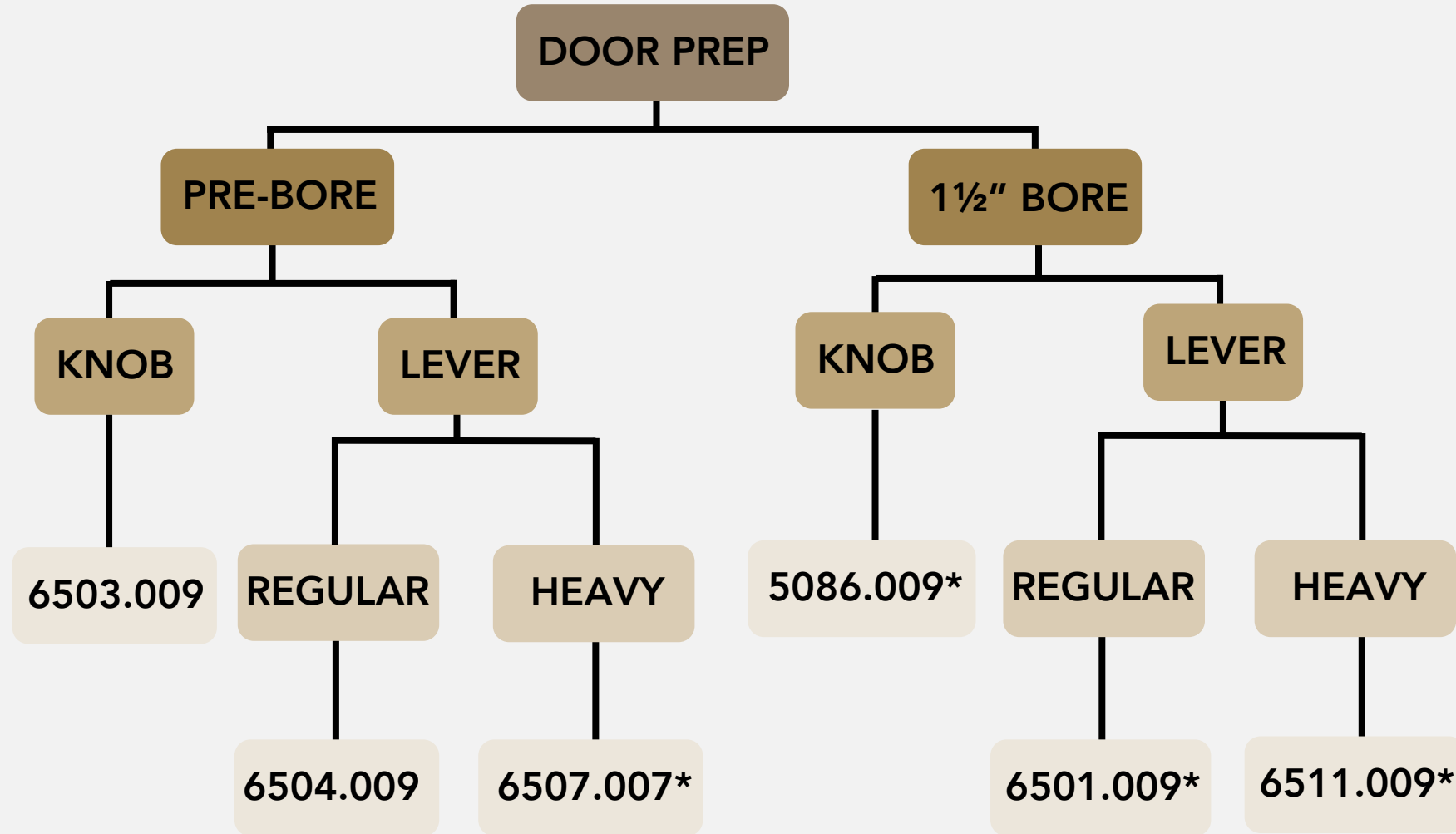
4 NEW BORE ADAPTERS

6 Latch Options in Total



BORE ADAPTER SELECTION

Fine Tuning the Consumer Experience



14 Heavy Levers
5112
5113
5116
5118
5125
5162
5167
5173
L023
L030
L031
L033
L034

*New SKU



SMALL ROSE OPTIONS

Expansion of 2" Roses

- R059 2" Bevel Rose



- R058 2" Contemporary Rose



- R057 2" Traditional Rose



LIST PRICING

SKU	DESCRIPTION	LIST PRICE	MAP	Quick Ship
5540.xxx	5540 Passage Adj Latch 003 K/L Strength	\$89.00	\$57.85	Yes
5540.xxx.P	5540 Passage Adj Latch 003 K/L Strength	\$89.00	\$57.85	Yes
8515.000	8515 DUST BOX FOR 5540 LATCH	\$8.50	\$5.53	
5086.009	5086 1.5IN KNOB ADAPTOR	\$19.00	\$12.35	Yes
6501.009	6501 1.5IN STD LEVER ADAPTOR	\$19.00	\$12.35	Yes
6507.009	6517 2.125IN HEAVY LEVER ADAPTOR	\$19.00	\$12.35	Yes
6511.009	6511 1.5IN HEAVY LEVER ADAPTOR	\$19.00	\$12.35	Yes
R057.xxx.PS	R057 2IN TRAD ROSE PASS PAIR	\$94.00	\$61.10	
R057.xxx.IPS	R057 2IN TRAD ROSE PASS HALF PAIR	\$48.00	\$31.20	
R057.xxx.PV	R057 2IN TRAD ROSE PRIV PAIR	\$94.00	\$61.10	
R057.xxx.IPV	R057 2IN TRAD ROSE PRIV HALF PAIR	\$48.00	\$31.20	
R057.xxx.FD	R057 2IN TRAD ROSE DUMMY PAIR	\$94.00	\$61.10	
R057.xxx.IDM	R057 2IN TRAD ROSE DUMMY HALF PAIR	\$48.00	\$31.20	
R058.xxx.PS	R058 2IN CONTEMPORARY ROSE PASS PAIR	\$94.00	\$61.10	
R058.xxx.IPS	R058 2IN CONTEMPORARY ROSE PASS HALF PAIR	\$48.00	\$31.20	
R058.xxx.PV	R058 2IN CONTEMPORARY ROSE PRIV PAIR	\$94.00	\$61.10	
R058.xxx.IPV	R058 2IN CONTEMPORARY ROSE PRIV HALF PAIR	\$48.00	\$31.20	
R058.xxx.FD	R058 2IN CONTEMPORARY ROSE DUMMY PAIR	\$94.00	\$61.10	
R058.xxx.IDM	R058 2IN CONTEMPORARY ROSE DUMMY HALF PAIR	\$48.00	\$31.20	
R059.xxx.PS	R059 2IN BEVEL ROSE PASS PAIR	\$94.00	\$61.10	
R059.xxx.IPS	R059 2IN BEVEL ROSE PASS HALF PAIR	\$48.00	\$31.20	
R059.xxx.PV	R059 2IN BEVEL ROSE PRIV PAIR	\$94.00	\$61.10	
R059.xxx.IPV	R059 2IN BEVEL ROSE PRIV HALF PAIR	\$48.00	\$31.20	
R059.xxx.FD	R059 2IN BEVEL ROSE DUMMY PAIR	\$94.00	\$61.10	
R059.xxx.IDM	R059 2IN BEVEL ROSE DUMMY HALF PAIR	\$48.00	\$31.20	

KEY MARKETING DATES

ACTIVITY

Week Of

Launch Call

7/12

Customer Deck & Customer Launch Video

7/19

Latch Informational Video

7/29

Take Order Date

7/29

Clipped Images

8/5

Website Landing Page

8/5

.Com Product Pages Live

8/12

Press Plan

Ongoing

ASSETS

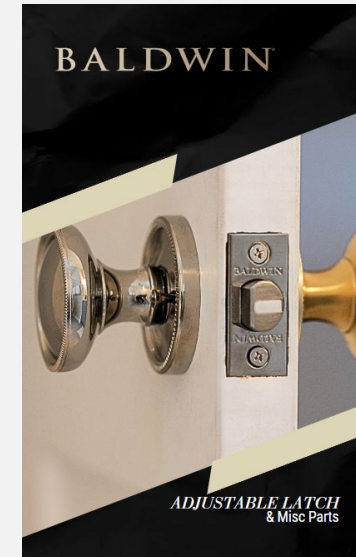
Clipped



Product & Customer Launch Video



Pamphlet



Will be included in Price Book in October

VARIOUS MARKETING CONTENT

Web Updates



- Landing Page Hosting Video, Key Facts about the Latch, along with basic install help
- Update to the FAQ Section
- Product Web Pages
- Products > Parts & Accessories > Latches & Parts

PR



- This innovation deserves to be recognized.
- Various press outreach and potential publication

CUSTOMER FEEDBACK

Showroom Associates Honest Feedback



"The ease of use, how you can go between knob and lever settings and the adjustable latch is a game changer for me."

"One of if not the best items that could have been introduced at such a high level of competitiveness to the original latches other than the look of it outside of the door you would not know a difference."

"This is going to be helpful. So many returns or miss-orders. This is going to help, like, soooo much!"





THANK YOU