

# BALDWIN®

To: All Baldwin Customers

Re: October 2024 Price Increase

Dear Baldwin Partner,

We would like to share several updates coming to Baldwin over the balance of 2024. Since separating our business into a stand-alone structure, we have been working hard to simplify and enhance our process, products, and the overall customer experience. As part of that, many helpful updates will be captured in new price books for both Estate and Reserve that will be published on October 1<sup>st</sup>.

These price books will feature new formatting that streamlines information within the book to improve the ordering experience. We're happy to announce that they also include several new product launches, both recent and upcoming. These include the new adjustable backset latch and small diameter adaptors, four new knobs, three new levers, three new roses, and an ADA certified turn piece for mortise applications. Finally, we are happy to announce that no discontinuances will be made for 2024/2025.

These new books will contain adjustments to Baldwin list pricing in response to inflation in global materials, manufacturing and transportation costs. Estate list prices will change by a weighted average increase of 4% while Reserve list prices—which have held flat for 24 months—will increase by 9%. Different categories will see independent amounts based on their exposure to these inflationary elements.

Please see below details and timeline regarding these updates:

- Orders placed on or prior to September 30, 2024 will be entered using current list prices.
- Orders placed starting October 1, 2024 will be entered using the new list prices.
- An updated Excel Price List detailing the Estate and Reserve increases and updated MAP Schedule (click [HERE](#)) are now available.
- Updated Estate and Reserve PDF and hard copy price books will be available in early October.

As a best practice and to ensure product availability for everyone, we will limit September orders to +20% of the average 90 day historical run-rate for purchases.

We look forward to working together with you to fuel mutual growth in 2025 through accelerated product introductions, improved digital tools, consistent lead times and service, and an updated MAP policy. We thank you for your continued support of Baldwin. If you have any additional questions, please contact your local sales representative.

Thank you,



Melissa Zellner  
Director of Marketing



Aaron Brueck  
Director of Sales