

BALDWIN

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For Immediate Release

Baldwin Hardware Expands Its Couture Collection *-Introducing Six Stylish Levers to Dress the Home -*

Lake Forest, CA – Baldwin Hardware, manufacturers of architectural and decorative products for the home, announces the addition of six levers to its Couture Collection. These new, solid forged brass styles are offered as part of Baldwin’s Estate collection of door hardware, available in 18 finishes as varied as oil rubbed bronze, polished brass and satin nickel.



“Our new introductions customers with some of the most decorative and detailed hardware options available from Baldwin,” said Dave Albert, vice president of Baldwin Hardware. “The Couture Collection has been well received in the marketplace. Extending this Collection with six new levers, all featuring exceptional detailing, is the logical next step.” The Couture Collection was first introduced in November 2008, with the launch of six knob and rose styles.

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Inspired by classic motifs – the fleur-de-lis, for example – and distinguished by Baldwin’s expert technique, the highly fashionable Couture Collection pulls its style cues from various sources. Some details are reminiscent of rich ornamentation found in French palaces like Versailles, known for its gilded bronze capitals and sculpture. Even the attention paid to the roses, the decorative backplate for knobs and levers, lends itself well to comparisons with buttons used by couturiers in the 1800s, which may now be found by collectors at Parisian flea markets.

Baldwin Hardware manufactures an extensive family of superior architectural and decorative products for residential and commercial use in a variety of finishes, including its proprietary *Lifetime Finish*[™]. Baldwin Hardware products signify quality and innovation, with offerings that include hardware and locksets and exterior lighting, as well as bath and cabinetry accessories. All portfolios are available in a rich variety of finishes and textures. The Reading, PA based company with more than 60 years of heritage, is part of the Black & Decker Hardware & Home Improvement Group, headquartered in Lake Forest, CA. To learn more about Baldwin Hardware, please visit www.baldwinhardware.com.

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