

BALDWIN

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For Immediate Release

Baldwin Hardware Introduces Its Couture Collection *-Featuring Knobs & Roses that Raise the Bar in Style-*

Reading, PA – Baldwin Hardware, manufacturers of architectural and decorative products for the home, announces its Couture Collection, an introduction of 6 highly detailed knobs and roses. These new, solid forged brass styles are offered as part of Baldwin’s Estate collection of door hardware, available in 21 finishes as varied as oil rubbed bronze, polished brass and satin chrome. The company plans to expand this grouping by launching coordinating levers in 2009.

“Our new introductions present consumers with some of the most decorative and detailed hardware options available from Baldwin,” said Dave Albert, vice president of Baldwin Hardware. “In noting trend directions, we continue to see an appreciation for transitional design, or design that blends different style or fashion genres. To that point, there is a classic influence evident within the Couture Collection, while a modern twist can be seen as well.”

The Couture Collection’s knobs and roses complement and are compatible with Baldwin’s Estate line of locking hardware, available in a full array of architectural 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. For instance the rectilinear designs most closely associated with the Arts & Crafts movement marry nicely with Baldwin’s commitment to craftsmanship, which is also a tenet of that particular movement. The detail of other examples is 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 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 the home 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 the Couture Collection, please visit www.baldwinhardware.com.

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