

BALDWIN®

ESTATE KNOBS AND LEVERS EXPANSION: NEWEST LUXURY COLLECTION INSPIRED BY BALDWIN FOUNDER

READING, PA, (July 16, 2007) – Baldwin Hardware Corporation today announced an ambitious introduction of nearly two dozen new knob, lever and rose designs to their Estate collection of door hardware. Inspired by the elegant style and



impeccable good taste of Baldwin founder Severin Fayerman, all are crafted in Reading, PA and available in more than twenty-one stunning Baldwin finishes. According to Baldwin General Manager Chas Seymour, “This collection mirrors the inspiration that Baldwin was founded on....it demonstrates Baldwin's continued commitment to quality, workmanship and style, while expanding upon our ability to develop cutting edge designs that combine both classic and contemporary cues.” To highlight the continuity, one stunning knob in the new collection arose from an idea developed on the manufacturing floor by one of Baldwin’s Estate knob machining craftsmen.

This extensive group of hardware options complements and is compatible with Baldwin’s unparalleled Estate Line of locking hardware in a full array of architectural styles. Both forging and turning are being used in their creation. The collection will be available in all Estate Collection finish options and because of their weight and solidity the knobs, levers and roses are especially suited for Baldwin’s distressed finish options. All seven Estate knobs, five levers and five roses in two sizes show the detailing that reflects Baldwin’s heritage of handcrafting and the passion for innovation that continues to drive its founder.

This inspired array of new Estate Knobs and Levers will be available for ordering today and will reach approved Baldwin showrooms by the last week of August.

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Baldwin Hardware Corporation manufactures an extensive family of superior architectural and decorative products for the home; and is the creator of the acknowledged and proprietary *Lifetime Finish™*. The Baldwin family of products signifies quality and innovation. The offerings include architectural hardware and locksets, interior and exterior lighting, plus bath and cabinet accessories. All portfolios are offered in a rich variety of finishes and textures. The Reading, PA based company with more than sixty years of heritage, is part of the Black & Decker Hardware & Home Improvement Group, headquartered in Lake Forest, California.

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