

# BALDWIN®

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For Immediate Release

## **Severin Fayerman, Baldwin Hardware's Founder, Announces His Retirement** *-Fayerman co-founded what would become Baldwin Hardware in 1946 with his father-*

Reading, PA – Baldwin Hardware announces that its founder Severin Fayerman will officially retire in June of 2008. Fayerman held an active, daily role in company leadership until the sale of the company to Masco Corporation in 1982, after which he assumed the position of honorary Chairman Emeritus, acting as advisor to Baldwin executives and serving as a key instructor at Baldwin University.

Chas Seymour, Baldwin's General Manager said, "Since I arrived at Baldwin in 2006, I have seen firsthand the passion and enthusiasm Severin continues to hold for this company he founded. It is the same dedication that drives all of us here at Baldwin to bring new styles to market, and to continue to improve our designs for the benefit of our showrooms and their customers. As we enter a new era in the hardware industry, it is gratifying to see our Baldwin legacy become relevant to an entirely new generation of consumers. We owe that legacy to Severin Fayerman, and I am very proud to now lead this fine company he built."

Soon after immigrating with his family in 1945, Severin Fayerman, a native of Poland, began working at a tool and die shop in lower Manhattan. With aspirations toward owning their own business, he and his father began a search for companies for sale and negotiated the purchase of Baldwin Tool and Die Company, based in Newark, New Jersey. As a result, in January 1946, Fayerman and his father co-founded what was soon to become Baldwin Hardware.

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The family longed to create a product line of their own, which could be marketed directly to stores, rather than working as subcontractors to other manufacturers. Their expertise was in manufacturing bolts and nuts, but the cost of machinery remained beyond their means. Consequently, they turned to the other line they made in Poland, namely door and window hardware and tools. A letter box plate stamped from brass strip was the company's first product.

By 1950, they were investigating expanding sales into Canada, and in 1956, the company moved to its current facilities located in Reading, PA. Innovations continued, and by the early 70s, Baldwin was adding approximately 100 new products to its line each year.

Over its 60 years of history in the manufacturing of trend-creating forged brass designs, Baldwin invented a new era in decorative hardware. The company rose from modest beginnings to capture the imagination of those who design homes for Presidents, fashion icons and lovers of history.

Fayerman's work ethic, survival instincts and entrepreneurial spirit were formed during World War II, as he and his family were sent to Auschwitz in January 1944. After more than a month, Fayerman received an opportunity to work outside the camp, when an announcement was made that tool and die makers were needed.

As the war neared its end in 1945, however, Fayerman's environment grew more unstable as he was transported to both Buchenwald and Sachsenhausen concentration camps by marches and train. In the final days of his imprisonment, Fayerman and his companions witnessed signs that the Allied forces were close to victory. Eventually, his guards abandoned their positions, and Fayerman found himself a free man. He reunited with his father, mother and uncle in September 1945 in Salzburg, Austria.

Fayerman has chronicled his personal history in a short memoir called, *A Survivor's Story*. In it, he writes, "Although I believe good luck was a factor, there was an overwhelming inner drive to survive, which propelled me through many difficulties and helped me negotiate dangerous incidents during my incarceration."

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Severin Fayerman was born on March 18, 1922. He resides in Reading, Pennsylvania and is planning to travel as his official retirement begins.

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*<sup>™</sup>. 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. For more information, please visit [www.baldwinhardware.com](http://www.baldwinhardware.com).

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