

BALDWIN®

BALDWIN BRINGS COOL STYLE TO A HOT CATEGORY: MULTI-POINT TRIM HELPS EVERY DOOR “MAKE A STATEMENT™”

READING, PA, (October 23, 2007) – *Baldwin® Make a Statement™* is the decorative hardware innovator’s theme and with this Fall’s launch of seven sophisticated new styles of multi-point lock trim, that theme will now apply to every door in the home. Style conscious homeowners will get new options for sustaining the high impact curb appeal of their Baldwin front door hardware by extending it to yet another group of entrances. The new solid forged brass Baldwin multi-point trims offer a style upgrade option compatible with all major multi-point door and lock manufacturers.

The popularity of multi-point locking (increasingly required by code in many areas) has meant a growth in suppliers of doors and locks with that capability. Multi-point locking provides three fastening points for the door (top, bottom, and at the latch), offering increased security and stability. Thus far, however, emphasis has been on the functional side of the locking mechanisms. Style options have not kept pace. “At Baldwin, we never move into a category unless and until we know we can bring to it the truly distinctive style options and quality that are our signature,” says Baldwin General Manager Chas Seymour. “Now that moment has come when we can offer multi-point trims in a full spectrum of styles that are compatible with doors and locks from more than two dozen of the most respected suppliers.”

The first four styles Cody, Concord, Springfield and Kensington will be available to order today. Three are a new take on popular Baldwin gliding patio door trims (Cody has gone on to be configured as a Mortise trim as well) while Kensington is a variation of Baldwin’s popular front door trim. By December 6, three more styles will be available for ordering: Bismark, Boulder (also available as both gliding patio door and entrance trim), and the sleek, contemporary Lakeshore. Baldwin chose top performers from its vast portfolio of entrance trim designs because research indicates that homeowners most often follow the style of their front entry in dressing other doors throughout the home. The seven also harmonize with top architectural styles. They are available in 20 of Baldwin’s proprietary finishes.

To add to their versatility, and insure that *making a statement* includes expressing one’s own personal style, the new trims will be available with a recommended lever; or with any other Baldwin Estate lever of the homeowner’s



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choosing. With the help of their local Baldwin dealer, homeowners can now easily extend their unique design vision from front door to interiors to multi-point patio doors.

The new multi-point trims will reach accredited Baldwin retailers by the end of January 2008.

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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