

# BALDWIN®

February 3, 2017

To: Baldwin Customers

Re: Estate and Reserve price book, new products, price increase and discontinued products

Dear Baldwin Customer:

Effective May 1, 2017 new list prices will be established for Estate and Reserve products.

Estate and Reserve changes comprise a 1.0% and 1.7% weighted average increase respectively. New Estate list price changes are limited to rosettes, rim locks, mortise cylinders and select cabinet hardware while Reserve changes impact the entire lock portfolio. Additionally, a portfolio analysis has identified a list of underperforming SKUs to be discontinued. See below for more details regarding the upcoming changes:

- Orders placed prior to May 1, 2017 will be entered using current list prices.
- Orders placed starting May 1, 2017 will be entered using the new list prices.
- Enclosed is a file with new list prices and SKU detail as well as a list of discontinued products.
- The new printed Reserve price book will be available early March (PDF enclosed) with the Estate printed price book available early April (PDF available March 1).

We are excited to introduce two new Estate product categories: Baldwin Evolved and screen door hardware. Experience the bold evolution of luxury hardware with Baldwin Evolved, the next generation of smart handlesets and deadbolts, blending exquisite architectural designs with Kevo technology. Also launching is a new collection of Screen Door hardware, available in a variety of styles and finishes to compliment the home.

If you have any questions, please contact your Baldwin Sales Representative. Thank you for your support and we look forward to partnering with you on the upcoming new product introductions.

Regards,



Fredy Orellana  
Group Product Marketing Manager