

# BALDWIN®

January 3, 2018

To: Baldwin Customers

Re: *Estate and Reserve price increase and new price books, new Estate Hollywood Hills collection, new Estate Lifetime PVD Satin Brass finish, new Reserve Satin Black finish and discontinued products*

Dear Baldwin Customer:

Effective March 5, 2018 new list prices will be established for Estate and Reserve products.

New Estate list price changes are limited to knobs, levers, rosettes, mortise trims, deadbolts, pocket door locks and select general hardware products. New Reserve list price changes impact the entire lock portfolio and select general hardware products. See below for more details regarding the upcoming changes:

- Orders placed prior to March 5, 2018 will be entered using current list prices.
- Orders placed starting March 5, 2018 will be entered using the new list prices.
- Enclosed are files with new list prices and SKU detail as well as a list of discontinued products.
- The new printed Estate and Reserve price books will be available mid-February (PDFs available now).

We are excited to introduce Baldwin's new Hollywood Hills collection by Erinn V, available January 8, 2018. The Hollywood Hills lock and cabinet hardware collection strikes the perfect balance between chic, traditional elegance and clean modernism. Products include a 20" mortise escutcheon and knob entrance set, tubular sectional and full escutcheon, Evolved full escutcheon, deadbolt, three knob and rosette sizes and coordinating cabinet hardware knobs and pulls with an expanded finish offering.

Additionally, Baldwin is launching two new finishes: Estate Lifetime PVD Satin Brass finish (044) and Reserve Satin Black finish (190). The Satin Brass finish combines warm brass tones with the performance of PVD. The Satin Black finish features a matte black appearance and is available with Reserve contemporary lock products, contemporary knocker, square bell button and hinges. Estate 044 is available March 5, 2018 while Reserve 190 will be available in May, 2018.

Thank you for your support and we look forward to partnering with you on our upcoming product launches.

Regards,



Fredy Orellana,  
Group Product Marketing Manager