

BALDWIN

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For Immediate Release

**Trend Alert: Baldwin Celebrates America's Love Affair with
Spanish Colonial Influences**
-Design that Leaves a Lasting Impression Newly Available from Baldwin Hardware-

Reading, Pennsylvania – A reinvented appreciation for Spanish Colonial influences has found its way into homes across the country, as varied as historic Miami Beach retreats and newly constructed Midwestern abodes. Inspired by South American travels and the rich, earthy hues prevalent within so many of these haciendas, for example, consumers continue to gravitate toward this luxe style with its timeless, old world panache. Interior and exterior material influences include heavy use of iron, stone, leather, antique wood finishes, marble and ceramic tile. This trend relies heavily on the use of “artifacts,” both indoors and out: fountains, lions to guard front gates and elaborate entryways with monastery-like doors included. Artifacts meld styles from all over the world, creating powerful spaces that make a lasting impression and are larger than life, but not over the top. Baldwin Hardware, manufacturers of architectural and decorative hardware products for the home, celebrates this appreciate for old world style with its latest introductions.

“As a style leader, we aim to balance current design directions with Baldwin’s tradition of excellence and craftsmanship,” said Chas Seymour, General Manager. “Consumers familiar with our brand will not be surprised to see our portfolio continue to evolve with new architectural styles that are well suited for the latest trends.”

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A home's entrance makes an impression on everyone who enters. For over 60 years, Baldwin Hardware has understood that superior architecture and design give a home a timeless sense of heritage. With that in mind, the company has introduced Baldwin Bronze, elegantly detailed cast bronze lock, exterior, as well as bath, hardware. Features include a full range of new keyed and passage lock options, and two distinct style families including the new Tocana and Stonebridge handleset designs. Available in two finishes, Light Bronze (469) and Dark Bronze (471), the collection will be available to order in September 2008.

Baldwin's Archetypes Collection already complements this appreciation for timeless craftsmanship. The three series within the Archetypes Collection – Villa, Chateau and Craftsman – pay homage to different periods in history, yet share a love for authentic design demonstrated through intricate details. Baldwin hand crafts each piece of its Archetypes Collection through a process known as precision casting – the oldest and most respected method of casting today. Also known as lost wax casting, this method dates back thousands of years when natural beeswax was used to mould and pattern copper, bronze and gold on the tombs of Egyptian royalty. Today precision casting utilizes high-technology waxes, the high heat materials and specialty alloys, to create the most exact method of creating complex detailing unmatched by conventional manufacturing techniques.

The company has also expanded its offering of decorative roses – the backplates for knobs and levers, which are most often round or oval shaped. It's the attention paid to these details that increases impact for both interior and exterior door hardware.

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*[™]. 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.

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