

## THE BALDWIN BRAND

# HAPPY BIRTHDAY!

BALDWIN CELEBRATES IT'S 65TH ANNIVERSARY ◦ 1946-2011

IMITATION MAY FLATTER, but it can never replace an original for quality and innovation. In 1945, Baldwin's founder and Chairman Emeritus Severin Fayerman arrived

in the U.S. as a refugee, founded Baldwin just months later and went on not only to achieve the American Dream but reinvent an industry. Baldwin innovations made solid forged brass the standard of excellence and married style with security in pioneering residential mortise locks. Baldwin quickly became known for historical restorations and has designed hardware for almost every important architectural style.

Remarkably, just ten years after it's founding, Baldwin became hardware provider to the White House and the gift of choice for guests of first lady, Mamie Eisenhower. Jackie Kennedy followed with her request for never-to-be-replicated, custom rim locks for her Martha's Vineyard estate. The Baldwin legacy continues with remarkable custom projects, international expansion and innovation in technologies like keyless locks with home automation.

In celebration of Baldwin's great legacy, we have developed a 2011 65th Anniversary calendar. For your calendar, please contact your local sales representative or e-mail your shipping address to:

[baldwinmarketing@bdhhi.com](mailto:baldwinmarketing@bdhhi.com)

WOULD YOU LIKE A BALDWIN CALENDAR? E-MAIL US!



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## THE BALDWIN TEAM

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### TOM EMBRIANI

WELL KNOWN THROUGHOUT the industry for his extensive, in-depth product knowledge, excellent communication skills, and overall sense of humor, Tom Embriani started his climb to fame when he joined Baldwin in 1979. The positions he has held throughout the years as foreman of the woodshop, Hardware Products Administrator and even going into business for himself for a short period of time as a finish carpenter, made Tom the perfect candidate to create and head Baldwin's Technical Services Department. He later added to his repertoire by becoming the head instructor for all Baldwin University training, where he is affectionately known for his reference to "Joe-bag-o-donuts". Taking his knowledge on the road all over the United States, he has expanded his knowledge worldwide, as his training continues to bring him to destinations throughout the globe, like Qasr Al Sarab in Abu Dhabi (left), the most exclusive resort in the Middle East.

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## BALDWIN SHOWCASE

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### HUDSON PASSIVE PROJECT



THE HUDSON PASSIVE PROJECT is an energy conservation project, a prototype home-of-tomorrow that demonstrates the energy-saving potential of residential architecture. The house was designed by Dennis Wedlick Architect LLC, built by Bill Stratton Building Company, and realized with the support of NYSERDA, the New York State Energy Research Development Authority through the High Performance Energy Challenge. Located in the beautiful Hudson Valley, about two hours north of New York City, The Hudson Passive Project is on track to be the first certified passive house in New York State and among the highest performing homes in the world.

The architect chose Baldwin's contemporary 5055 knob in Oil Rubbed Bronze and Polished Chrome.

[www.hudsonpassiveproject.com](http://www.hudsonpassiveproject.com)

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