

## Marketing Bulletin

<b>Brand/product:</b>	Ives Bronze Finish Offering – Architectural Hinges, Pulls, Push Bars, and Protection Plates
<b>Date:</b>	May 24, 2021
<b>Subject:</b>	External notice - Updates to the Ives Bronze Finish Offering
<b>Contact:</b>	Customer Support at 1 (877) 671-7011.

## Ives Bronze Finish Offering Updates

### New finish addition, finish price increase, and finish discontinuation

Ives is committed to expanding our offering and capabilities to exceed customer needs and expectations. With customer feedback in mind, we are optimizing the bronze finish offering for architectural hinges, door pulls, push bars and protection plates.

#### What is changing?

- Ives is adding a new dark bronze powder coat 695 finish (US10BE/SP313) to the offering above
- Ives items above will incur a price increase for the dark bronze, oil rubbed finish 640/613 (US10B) finish
- Ives will be discontinuing the blackened bronze 643/616 (US11) finish on architectural hinges

#### Important dates:

- The new Ives 695 (US10BE) will be available to order July 12, 2021\* on the above items
- Ives 640/613 (US10B) will incur price increase effective July 12, 2021 on the above items
- Ives 643/616 (US11) blackened bronze finish last day to order is July 1, 2021 for architectural hinges
- Ives 643/616 (US11) blacked bronze finish is officially discontinued August 1, 2021 for architectural hinges

\* Some 695 hinges will not be available to ship until August due to supply chain shipping challenges. Learn more in the FAQ below.

#### For more information:

Below is a detailed guide of Frequently Asked Questions and Answers with more information about the changes, why they have been made, etc. For more information, contact your local sales representative or Customer Support at 1 (877) 671-7011.

Thank you for your continued support of Ives accessories! We appreciate your business.

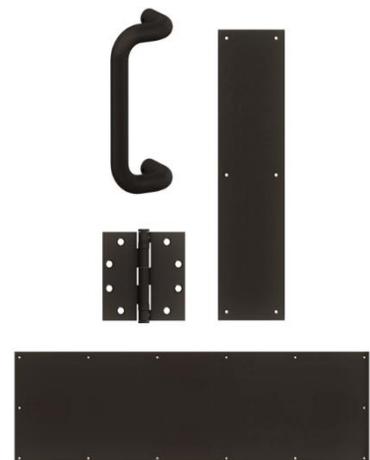
## Frequently Asked Questions

### Why is Ives adding the 695 dark bronze finish to the Ives offering?

The new 695 finish will provide our customers a dark bronze powder coat alternative to the US10B finish with a similar richness, that does not wear over time. With this new alternative finish available, customers may prefer to transition from the US10B to the 695 where applicable. Adding the 695 finish will also enable Ives to suite with Von Duprin, Falcon, LCN 695 finishes and compliment Schlage's US10B or 643e finishes. With the price increase of US10B, adding the 695 finish is a great lower price dark bronze alternative.

### Why have some customers been dissatisfied with US10B?

The US10B (640/613) is a beautiful oiled, living finish that changes its appearance during the oxidation process to create an aged or worn look. By definition, "living finish" means that this finish will change over time with the elements, handling, and the use of chemicals for cleaning purposes. After some time, the base metal will begin to glimmer and show through the surface.





This finish is meant to be inconsistent and is intended to age over time, which adds to the antique look of this finish. While this living finish fits the needs of specific applications, based on customer feedback, many prefer a consistent finish that does not wear or change over time.

### When should I choose 695, US10B, or 643E?

- **Choose Ives 695 when cost is a concern**, and the application requires a dark bronze powder coat, consistent finish with the same richness of US10B without wearing over time. This finish is a great option for lower profile openings looking to save on accessories. The 695 suites with most exit devices and closers while complimenting the US10B and 643e lock finishes. It is offered on Ives pulls, push bars, kick plates, and architectural hinges.
- **Choose Ives US10B when cost is not a concern**, and the application requires an antique, living finish that wears over time. This finish suites across Allegion exits, locks, and accessories brands. It is offered on most Ives products across the categories.
- **Choose Ives 643E when cost is not a concern**, and the application requires an antique, non-living finish with relieved edges. This finish suites across Allegion exits, locks, and accessories brands. It is offered on Ives pulls, push bars, architectural hinges, and select other hardware.



US11 (discontinued)

US10A

695 (new finish)

US10B

643e

### What substrates will the 695 finish be offered on?

Hinges will still be offered in brass or steel substrates with the 695 finish. In the hinge description, F695 is steel substrate, B695 is brass substrate. Plates, pulls, and push bars will have a stainless-steel substrate.

### What models are we adding the 695 finish to and is impacted by the US10B price increase?

See the full list of models per category [here](#).

### Does the 695 dark bronze finish suite or compliment across Allegion brands?

695 is offered across a variety of Ives accessories, most Von Duprin and Falcon exit devices and trim, and LCN or Falcon closers. The 695 finish compliments the dark bronze Schlage and Falcon lock finishes, US10B and 643e. Beginning Q4 2021, Falcon 1490, 1590 1690 and 1790 will offer the 695 finish.

### What 695 hinges are unavailable to ship on July 12?

The 11 hinges listed below will be delayed and unavailable to ship at the July 12 launch date due to supply chain transit challenges. The items are estimated to begin shipping in August. This is subject to change due to unpredictable supply chain transit conditions.

Alternative finishes are available now (US10B, 643e, US10A) and we will continue to communicate when these 695 items will ship at standard lead times.

### Why is the price increasing for dark bronze, oil rubbed finish?

This price increase is due to the material and processing demands to manufacture the oil-rubbed finish and will place Ives consistently amongst other US10B finishes in the market. The addition of the 695 finish provides our customers a lower priced alternative finish to US10B. This pricing will be released and effective with the next price book July 12. Reach out to customer support or your local sales representative for detail on the upcoming price increase across the US10B offering for architectural hinges, door pulls, push bars, and protection plates.

### Why are we discontinuing the blackened bronze finish and what is an alternative?

643/616 (US11) Blackened Bronze finish on architectural hinges is not offered across Allegion or by many in the market. Ives Oxidized Bronze 641/614 (US10A) is an extremely similar finish to 643/616 Blackened Bronze and an ideal alternative. As we approach the last day to order and the final discontinuation date, we will continue to provide updates and work with our customers to ensure a smooth transition.