

THE TIMELESS DESIGN OF TRANS-MODERN SPAS



Lou Rohl

Transitional design is making its mark in the bath. Also referred to by ROHL as "Trans-Modern," this style is best defined as a blending of Traditional and Modern influences. Trans-Modern

provides the designer and consumer a timeless solution for those seeking a look that falls between detailed Traditional ornamentation and stark Modern design.

Our first Trans-Modern offering was the introduction of the Michael Berman Collection in 2003. Berman's design aesthetic is influenced by the classic, clean and dynamic lines of industrial designers like Raymond Loewy, creator of the streamlined steam locomotives and automobiles of the 1930's and 1940's. Charged by ROHL to create a complete Bath Collection, Berman continues the Trans-Modern Style by resolving the shower and accessory

needs for the Zephyr and Gotham Lavatory offerings. Additionally, he has incorporated matching thermostatic trim featuring his classic tambour shapes on the escutcheon, to provide a complete homogeneous design solution.

The newest addition to our Trans-Modern Collection is the Vincent Series. Named after the spa town of Saint Vincent in Northern Italy, Vincent brings a touch of continental design to the American influenced Trans-Modern Style. Employing classic pyramid columns, Vincent's bold platform offers a fresh take on the Trans-Modern Style. As with our Michael Berman Collection, the Vincent Series offers a complete package for the bath including thermostatic matching trim, showerheads, and accessories allowing the designer and homeowner to achieve their vision of a Trans-Modern bathroom that can be enjoyed both physically and aesthetically for years to come.

Jan Rohl



Vincent Shower AKIT16LV

INSTANT INVENTORY UPDATES – INTRODUCING ROHL'S DEALER EXTRANET



Greg Rohl

ROHL's Dealer Extranet provides our showrooms with the ability to check our multi-million dollar product inventory and list price on all products and parts on the secure, password protected area of our site. Additionally, the Dealer Extranet provides order and shipping information so our showrooms, and their clients, can be better informed. We are encouraging all of our dealers to take advantage of this near real-time system which will allow you to better assist your clients twenty four hours a day, seven days a week. If you're not already signed up, you can register by simply visiting www.rohlhome.com/dealer_extranet/. As we continue to enhance our website to better suit your needs, we appreciate any feedback or recommendations you may have.

Greg Rohl



ROHL's Dealer Extranet

ROHL'S AUTHORIZED SHOWROOM PROGRAM



Mark Rohl

ROHL's enhanced Authorized Showroom Program is more distinctive than ever. Each showroom is encouraged to take on the ROHL brand vision and demonstrate outstanding knowledge and dedication to product and visual presentation by showing a minimum of 18 ROHL Collections. We've made our Authorized Showroom Program a priority in order to exhibit our commitment and our

investment to those showrooms. Our goal is to help our Authorized Showrooms increase sales and enhance profitability, which is especially important in today's challenging market.

Product presentation and sales support are hallmarks of the program. ROHL's efforts to support Authorized Showrooms include:

- Multi-million dollar daily inventory
- Annual introduction of on-trend products
- Exciting sales associate incentive programs
- Promotional support
- Special designation on our website's

showroom search page (in progress)

As we continue to evaluate 2009 to date, we recognize an increase of 25.7% of Authorized Showrooms; a reinforcement that the program is a successful one. This program is a key ingredient in The ROHL Promise: to provide products with uncompromising performance, unparalleled beauty and unmatched customer service at every price point. Contact your local ROHL Sales Representative for additional information.

Mark Rohl

IMPROVED PRESSURE BALANCE VALVE OFFERINGS

ROHL offers the pressure balance valves R2012C non-diverter and R2014C diverter models for our Perrin & Rowe®, ROHL Country, Cital Classic, Modern Architectural, and Modern Wave Bath Collections. These high flow valves feature volume control as well as temperature control. The flow rate is 9 GPM at 60 PSI. Other features include a flow limiter for water conservation and a temperature limiter to protect from scalding. Also included are all brass isolating stops with screens to ease in flushing the lines and servicing the unit. The manual diverter on the R2014C moves quietly and easily and allows the use of a handshower or a tub spout.

If the RMV is such a good valve, why introduce another pressure balance valve?

The new R2012C and R2014C have two features that differ from the RMV series. The RMV valves are cycling valves, so there is no way to adjust the volume. The new R2012C and R2014C have volume and temperature controls with similar flow control that you get with most thermostatic valves. In addition, the RMV does not have an integrated screen with the new stops. This added feature on the new R2012C and R2014C will prolong the life of the cartridges.



R2012C



R2014C

DEEPLY ROOTED IN AUTHENTICITY



Sari Kirson

Sari Kirson, of K&R Architectural Concepts Incorporated, is a true believer that authenticity is key in today's challenging market. Before starting her career in the building and design industry 25 years ago, Kirson lived in Toronto and worked for Godiva Chocolatier. Godiva was then known for its exotic Belgian origin and was an authentically luscious confection. That experience led Kirson to develop a deep appreciation for honest products that have a story to tell.

Today, Kirson's market is primarily the greater Chicago area. Typically, her client's homes are in very unique, upscale areas,

making ROHL the natural choice for their plumbing needs. She has been working with ROHL products for over 17 years and says that her clients choose ROHL because they want fine, quality products at a fair price. "Today, my clients are very interested in being involved in the process of selecting faucets and fixtures for their home. They want products with provenance, performance and value, and ROHL delivers on all counts," says Kirson.

Kirson's firm builds homes that are both Traditional and Contemporary, which is another reason why ROHL is a perfect fit. She can use ROHL in almost every project due to the extensive product line, especially the new Perrin & Rowe® Contemporary Kitchen Collection. But in the end, it's authenticity that sets ROHL's products apart.

FUN ELEMENT QUESTION:

Be the 25th, 50th, 75th or 100th person to answer the following question correctly in order to win a ROHL SIGG Water Bottle. E-mail your answer to Tracy Abel at tracya@rohlhome.com by Monday, November 30, 2009.

How many ROHL Collections does a showroom need to display in order to be a ROHL Authorized Showroom?



AUTHORIZED SHOWROOM

WINNERS OF THE LAST FUN ELEMENT QUESTION:

What is the most important thing to remember about Shaws sinks before installing the cabinets and countertops?

"I would guess that it's important that these beautiful, handcrafted sinks are each created individually by a craftsman, who stamps his name on the bottom, and because they are each created by hand, I always recommend that the cabinet maker and the countertop company have the sink in their hands when they get started. This sink is an easy romance sale, people love hearing the history. Cabinet makers and stone companies respect the individual craftsmanship!"
—Pamela Love

- 1st: Pamela Love, Ferguson, Portland, OR
- 2nd: Shauna Caraba, Ferguson, Santa Barbara, CA
- 3rd: Cindy Puma, N&S Supply, Kingston, NY

PRODUCT HIGHLIGHTS

ROHL's Trans-Modern and Modern Collections offer architectural inspiration and subtle sophistication. Influenced by important design periods in our nation's history, these collections add a distinct style to any kitchen or bath.

WAVE 4-Hole Deck Mounted Bathtub Filler with Lever Handles and Handshower (WA26L)



This luxurious tub filler, part of ROHL's Modern Bath Collection, features sleek lever handles and a retractable handshower to deliver the ultimate spa experience.

Vincent 3-Hole Widespread Lavatory Faucet (A1008LV)

Crafted in Piedmonte, Italy, this faucet, new to ROHL's Trans-Modern portfolio, is engineered using the most advanced manufacturing processes and is the epitome of elegant Trans-Modern style.



Modern Architectural Side Lever Pro Spring Spout Pulldown Kitchen Faucet (LS64L)

The unique design of this faucet makes it the centerpiece of the kitchen. A fine complement to ROHL's Modern Architectural Collection, this faucet boasts a 6 7/8" reach swivel C-spout.



Michael Berman Single Lever Single Hole Kitchen Faucet with Sidespray (MB7926)

New to ROHL's Michael Berman Collection, this faucet was designed exclusively for ROHL by the legendary designer and takes inspiration from the streamlined modernism of the '20s, '30s and '40s. This Trans-Modern kitchen faucet is crafted in New Zealand.



Michael Berman Single Lever Single Hole Bar Faucet (MB7925)

This practical, stylish bar faucet is the perfect complement to the MB7926, mentioned above.



THE ROHL SPA EXPERIENCE

The spa experience is no longer limited to exclusive country clubs, resorts and day spas. Desired for its restorative powers and health benefits for mind, body and soul, the spa experience is now attainable at home. ROHL's comprehensive and versatile portfolio of faucets and fixtures for the home "spa" includes showerheads, tub fillers, handshowers, faucets, towel racks and coordinating bath accessories in Traditional, Trans-Modern and Modern Collections. Showerheads that offer multiple luxurious functions coupled with sleek handshowers and body sprays are staples in ROHL's Shower Collections and are available in a variety of unique finishes. ROHL's product line allows for the flexibility to mix and match, creating a special experience, without sacrificing quality or performance. Crafted in Italy, Great Britain and New Zealand using time-honored techniques, these products bring the spa home – for any taste, design, budget or bath.



Perrin & Rowe® Shower U.KIT3L



Michael Berman Shower MBKIT36LM

3 Parker
Irvine, California 92618
800-777-9762
www.rohlhome.com

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VOLUME VI – ISSUE IV



Ken Rohl

OUR INTEGRATED FAUCET FILTRATION SOLUTION

During a recent visit to one of our distinguished customers, I was asked "When will ROHL hit another product home run?" A home run is achieved when all the bases are touched on the way to a score. A major product score therefore must touch several important bases i.e. Innovation – Value – Exceptional Design and today, home plate is being Environmentally and Socially Responsible. I believe ROHL has hit another home run with one of the greatest innovations in faucets since the introduction of the "Pull-Out Kitchen Faucet" with our Integrated Faucet Filtration Solution. Today's consumers are more concerned about their health and the health of the environment. They have a greater sensitivity to drinking water quality, taste, and have a keen interest in anything we can do to eliminate toxic waste like reducing the consumption and disposal of plastic water bottles. Currently 60 million plastic water bottles per day find their way to our ocean waters and landfills.

At the showroom level we have an opportunity to tell the story of how a solution like Integrated Faucet Filtration can positively affect the environment and in times of strained

household spending budgets, eliminate the need for ever again purchasing plastic water bottles. Show your customers the back panel of the ROHL Integrated Faucet Filtration brochure. It details the monetary and environmental benefits of eliminating plastic water bottles. Then introduce the solution which of course would be one of our Traditional or Modern dual lever kitchen, bar, or bath lavatory faucets. Incidentally, the installed cost of an integrated filter faucet is significantly less than the typical household currently spends annually on plastic water bottle purchases.

It may be a little early to qualify our integrated faucet filtration as an "official" home run given its recent introduction, but in 1983 who would have believed the Pull-Out would revolutionize kitchen faucet choices? After 26 years, the industry, particularly due to environmental issues, is ready for another paradigm shift. ROHL is committed to driving the paradigm shift. We are investing in placing 1,000 working displays in ROHL showrooms over the next 12 months. We have two marketing campaigns for the rest of 2009. Regionally, in Southern California, we are currently scheduling advertising of

the Integrated Faucet Filtration on cable television. A national campaign in Kitchen & Bath Design News in October and a public relations effort is being launched this fall.

Additional new Integrated Faucet Filtration designs are under study, as well as a filtered shower solution. Water quality in many of our metropolitan areas either tastes terrible or is so heavily treated with chlorine that increasing numbers of informed citizens are looking for solutions to improve their health. We can be part of the solution. Develop your story about the advantages of an integrated filter faucet in both kitchen and bath. You can save your customers money while contributing to the health of their family. Touch all the benefit bases and take ownership in the industry's next major league home run.

Ken Rohl



U.1570LS

SHOWING LESS IS SHOWING MORE



General Plumbing has always believed that strong relationships are what matter most in this business. ROHL and General Plumbing have had a solid partnership for over 25 years; a relationship that has been mutually beneficial, even today.

Steve Rice, showroom manager of General Plumbing's Walnut Creek, California, location, says that "In this market, it doesn't make sense to show too many lines from too many manufacturers. The key is to really focus on a few companies who offer quality products and a recognizable brand name." Steve says that ROHL is one of those special lines because they have established and maintained a superior reputation within the industry.

General Plumbing made the commitment to show and sell over 18 ROHL Collections long before ROHL's Authorized Showroom Program was established, but now that it has been,

General Plumbing is even more pleased with the ROHL connection. According to General Plumbing's Owner, Rich Amaro, "The renewed emphasis on training, strong displays and merchandising as well as ROHL's strong sales incentive programs all help to support our sales efforts."



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