

SADDLE CHIC



What is this trend called Saddle Chic? We have defined this trend as something we are seeing in our culture manifested in various modes of style...fashion, home decorating and in general, lifestyle. Saddle Chic is down-to-earth, but not back-to-earth. It's about natural sophistication – and throwing out the granola and Birkenstocks. A publication that may come to mind is Western Interiors. The personality that best describes this trend is someone who wears

brightly colored Billy Martin cowboy boots with their Vera Wang cocktail dress or a Ralph Lauren dirndl skirt. An older Land Rover or Wagoneer sits in the driveway. A Border collie or bloodhound lounges on a favorite leather chair that is well ensconced in their 'mountain cabin', possibly somewhere in Big Sky country. Horseback riding in the mountains or on the beach, kayaking or canoeing, along with campfires, fill their weekends. When they're not riding, they're probably

fly-fishing. Steaks and lobsters on the grill are perfect for an intimate gathering of friends and family. They may not be rough and tumble cattle ranchers or cowboys, but they love the allure and romance of their natural surroundings, perfect for refined relaxation.

So what would their homes look like? A masculine yet refined retreat. A contemporary hair-on-hide ottoman sits comfortably by the well-worn rolled arm leather sofa. Willow furniture on the porch is the perfect place to watch the sunset. Stone exteriors, interior walls, fireplaces and floors complement wood in all forms. Our Saddle Chic folks love the West and everything that is commonly associated with it, but on an upscale level. A perfect getaway is to a second home in the mountains or in Taos, New Mexico. When escaping from the busy world they treasure serenity and strive to create a sense of the ever-popular spa-like atmosphere in their homes away from home.

How does this trend translate to the bathroom? Think

unadorned luxury. The bathroom becomes a "spa" with showers that reveal nature and bring the outside in with floor to ceiling windows; exposed, yet secluded. A large showerhead, like the ROHL Cisl Collection 12" Shower Rose is perfect for an inside interpretation of rainfall - nature melded with modern technology for the ultimate luxe shower. A beautiful ROHL Collection Allia Piazza Rectangle Above Counter Bowl sink in a modern but bucolic kind of way... complemented by the ROHL Modern Collection Swivel Spout Lavatory Set with lever handle. A gorgeous stone vanity that would make even the chicest cowgirl feel like she were in heaven.

The epicenter of any true home is the kitchen... this uptown ranch hand needs a wine refrigerator; gorgeous, but unfussy pine custom cabinets; a wet bar; and all the accoutrements that 'group cooks' feel comfortable using together. Too many cooks in the kitchen is never an issue in this gourmet haven. Amazing ceramic coun-

tertops and unbelievable wood flooring create a palette for the ROHL Collection Shaws Farmhouse Fireclay Sink, but in the earthy Biscuit color as the main kitchen sink paired with the ROHL Country Collection Single Hole C-Spout Kitchen Faucet in Tuscan Brass. The luxurious wet bar in a nook of the country-style kitchen gives the cowboy a convenient watering hole, demonstrated by the ubër-cool ROHL Collection Black Round Prep Sink with ROHL Country Collection Single Lever Bar Faucet in Tuscan Brass. No live-in cook is necessary for this westward ho kitchen!

Georgia O'Keefe never imagined such a western paradise! The Saddle Chic trend exemplifies a 'rancher's' domicile under the big sky... long lazy nights and action packed days complete the personality profile.

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Joe Passero

"Klaff's has done an amazing job of promoting themselves as 'the' showroom for luxury kitchen and bath products in the South Eastern Connecticut area," Mark Rohl, President of ROHL's Eastern Division, states. "They have done a solid job of promoting themselves and the brand names they carry in local Connecticut media, which has helped to put them on the map as a significant player in the industry," Rohl adds. The partnership between ROHL and Klaff's is strong and the mutual admiration between the luxury

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KLAFF'S: A SUCCESSFUL SHOWCASE FOR ROHL

kitchen and bath provider and the showroom has contributed to the success of both.

Klaff's retail showroom regards ROHL and its commitment to high quality kitchen and bath products as the perfect vendor fit for their product mix. It also attributes ROHL as one of the most important reasons that Klaff's may present their customers with distinctive lifestyle choices of superior excellence. South Norwalk, Connecticut, the location of the main hub of Klaff's stores, affords Klaff's the ability to become Connecticut's go-to source for luxury kitchen and bath products. "The goal is to present a showroom that reflects home life as both comfortable and luxurious," states Klaff's Chairman, Chief Operating Officer, Joe Passero. He believes that the high

quality products ROHL offers, presents a diversification of style that has been an important element to his showroom's success.

Klaff's first opened its doors in 1921 as a plumbing supply business, but quickly grew into an international showcase of home products. Today Klaff's is proud of their highly regarded reputation as the largest independent home retailer in the country. They have come a long way. The two-story building heralds a prestigious personalized awning and absolutely stunning product presentation that make the Klaff's 'experience' a truly unique one. Mark Rohl likens the visual to stepping into Ralph Lauren's flagship store on Madison Avenue in New York City, and the service to the personal attention one receives when they shop at a finer department store such as Neiman Marcus. Klaff's even provides an exclusive shuttle service for its clients from the

closest Connecticut train stations to those folks coming in from Manhattan. Service and appearance are essential at Klaff's. They are constantly renovating the showrooms, re-inventing, upgrading and creating the best and most innovative ways to display their array of beautiful products.

Between three busy showrooms, Klaff's hosts about 9,000 customers per month. They pride themselves on presenting a department store atmosphere where every product group had its own section, a store within a store concept, making the scouting job of each customer that much easier. The displays are striking, and the presentation is all about gorgeous, touchable products that clients are encouraged to 'test' and ask their sales consultants about.

With the customer in mind, Klaff's overall goal is to constantly strive for improvement in everything they do. Passero strongly feels that the caliber of products and consumer-friendly displays like those from ROHL, supported by his talented team of associates, are what should be credited for Klaff's continuing success.

He does admit however, that for his showroom's team of sales associates, ROHL is an easy sell. "ROHL makes our job

here easier due to the quality delivered from their products, as well as from the great relationship they maintain with the Klaff's showroom family," explains Passero. A testament to that ideal is that many of Klaff's 'showroom family' have been with them for years. Mark Rohl points out this fact as one of the main reasons clients return to Klaff's over the years. "They have some of the best sales people in the industry and that translates into a loyal client following. It is evident that Klaff's staff members continue to provide quality service time and time again," says Rohl. "Our long-standing relationship with the Klaff's family is something we are proud of at ROHL, they are trailblazers and true front-runners in the high end kitchen and bath industry."



A MASTER BATH SPA EXPERIENCE



Ken Rohl

Master bathrooms have evolved into a sanctuary providing a spa experience that delivers a peaceful and renewing atmosphere. Within the last two weeks I haven't picked up a shelter book that doesn't proclaim "Haute Baths", "A Room Of Her Own" or "Designer Baths" Kasmir Publications latest volume of unique design ideas to give that special retreat a cohesive theme and soothing atmosphere. Then I asked myself how many of our showrooms have evolved their

display presentations to provide visual solutions to a true spa experience. What are we doing in our showrooms to provide visual ideas on how to project fresh new ways of looking at this private space? Why can't we provide a vignette that combines the sound of water and the lilting strings of Yo Yo Ma with a backdrop of provocative art sculptures and paintings? On this soulful surrounding I can envision an uninterrupted glass shower box with a ROHL Thermostatic Shower System. To complement my shower experience for those times when a stimulating soak is the only answer, a free standing tub with a complementary ROHL 4-Hole Deck

or Exposed Floor Mount Tub Filler with Handshower. Finally a space efficient vanity with double undermount ROHL oval bowls with the appropriate styled ROHL faucets with complementary accessories.

Challenge our display designers to create a pampering touch to the functional presentation of products in a realistic space constrained environment. The master bath has evolved into a sanctuary and we have the opportunity and obligation to visually stimulate the consumers into a life enhancing experience.

Ken Rohl

TABLE OF CONTENTS

1. Klaff's: A Successful Showcase
A Master Bath Spa Experience
2. ROHL Website Changes
Jake's Corner
ROHL's Product Highlights
3. Designer Spotlight
The Georgian Era Inspired Line
4. Saddle Chic

JAKE'S CORNER: SHOWER SYSTEMS OUTSIDE

GREAT CONVENIENCE, GREAT STYLE

ROHL WEBSITE UPDATES



Jake Smith

Having an outside shower can be the ultimate in luxury and a great convenience next to the pool, beach or even at a mountain retreat.

Once you know the need, you can fill the application. Listed here are some of the factors and ideas that you should consider for the right system.

Style: You can choose to make a statement, go for economy and convenience, or somewhere in between.

Weather: Temperature and salt are factors to consider when planning an outside shower. While sunlight may not be a direct factor on most finishes, I would suggest a shady spot to eliminate overexposure to sunlight. The temperature, however, can be a real factor. If the fixture is going to be

exposed to freezing temperatures, then the valve, exposed or concealed, must be drained to avoid damage. When the water freezes, it will expand, and the cartridges for the valves will most likely be broken due to the expansion in the valve. The installer should plan a drain to make this job easier. Salt on the finish is a real concern. At a beach house salt air leaves deposits on the fixture that will cause pitting and discoloration.

Only a weekly maintenance program will protect the fixture. Rinse with fresh water and clean with a wax polish two times a month. If you are in a cold weather area, having a system that is portable and easy to remove is a great option. The BA500 Shower Panel with showerhead, body sprays, hand-spray and toe tester/rinse spout - great for rinsing sandy feet - has all the options you want, plus a built-in shelf system for soap and shampoo. The Shower

Panel is available in Aqua or Black Glass. When the weather gets cold it can be stored inside by disconnecting a few simple connections.

Finishes: I recommend Polished Chrome. It is the hardest finish and the easiest to care for, especially when exposed to the elements.

Warranty: Damage from salt and extremes in temperature are not covered in the limited lifetime warranty.

Installation Ideas: If you're a year-round pool or beachgoer, the BA500 is a good choice. However, if you want to add some style, consider the U.KIT1 from Perrin and Rowe®. This exposed thermostatic unit is the ultimate in style and will make a real statement next to an elegant pool. Featuring a showerhead and handspray, its stylish good looks compliment any design. Because of the exposed surfaces, a little more maintenance of the finish may be necessary.

If you have a need for an

outside system, but don't need a premium system, consider the AKIT30. This is a pressure balance valve with a single function showerhead. It matches the ROHL Country Bath Collection and has great style, but was meant to be practical in cost, design and maintenance.



BA500



Greg Rohl

ROHL's website, www.rohlhome.com, has been the recipient of thousands of referral links in recent months from premier search engines such as google.com, yahoo.com and msn.com. ROHL, however, is responsible for the majority of its own online hits with about 70% of viewers going directly to the ROHL site. In just the last two months alone, ROHL's site saw over 95,000 hits.

ROHL's featured kitchen design article on www.hgtv.com brought 376 sessions to our website last month, ranking it #6 on the top ten referral list that month. Not surprisingly, those perusing the ROHL site were most interested with knowing where to buy ROHL products. The Showroom Finder page was the target of close to 50% of all ROHL website visits.

It seems that visitors were most impressed with ROHL's Country Kitchen Single Lever Faucet (A3608) and the Shaw's Original Single-Bowl Fireclay Apron Kitchen Sink by ROHL (RC3018). Both of these ROHL products were the most popular choices for customer downloading and viewing.

PRODUCT HIGHLIGHTS



1. U.5800

1. The Perrin & Rowe® Collection from ROHL introduces its newest Multi-Function Showerhead (U.5800). This new showerhead has multi-function spray patterns and a swivel connection that help to achieve greater spray coverage for a more spa-like experience.



2. R7913

2. The new de Lux Side Lever Pull-Out Kitchen Faucet from ROHL (R7913), which has flow control, anti-scaled devices and a stainless steel hose. The de Lux Side Lever Pull-Out Kitchen Faucet is as ground-breaking as the original Pull-Out Faucet introduced by Ken Rohl almost two decades ago.



3. A1452

3. From ROHL's Country Kitchen Collection, the new Country Deck/Island Swing Arm Pot Filler shown with Cross Handles (A1452) brings an air of comfort and convenience into the kitchen with greater arm span and mobility.



4. 1559

4. From ROHL's Bath Fixture Collection comes the new Piazza Rectangle Above Counter Bowl (1559), a fashionable restyling of the classic white sink. Gorgeously crafted from vitreous china, this ubër modern sink is the ultimate in chic bathroom innovation.

DESIGNER SPOTLIGHT: MARYLEE SYME OF SYME & SYME, INC.

Premiere interior designer Marylee Syme is a true ROHL enthusiast when it comes to incorporating the ROHL Collections into her residential spaces that she designs in "Big Sky" country. Based in Bigfork, Montana, Syme & Syme, Inc., Marylee's interior design firm began about 17 years ago when she decided to take her passion for fine arts and decorating and turn it into a full-time business. Her client roster is vast and her projects, mostly residential, span the western region of the United States, Montana, Texas, Arizona, and California. Most recently she has been involved in designing the very first Orvis Log Home in Montana, and of course she is including many ROHL products.

Why is Marylee such a fan of the ROHL Collections? The answer is simple and straight

forward, "ROHL does not have one poorly designed product in any of its collections," she says. Another reason Marylee recommends ROHL products is that she believes, "ROHL quality is impeccable and the choices seem limitless. There aren't many competitors in ROHL's category that can deliver beautifully classic and contemporary designs that are completely functional. ROHL pays particular attention to high style but never leaves function in the lurch, especially when it comes to the fixtures and plumbing hardware. ROHL never disappoints my expectations as a designer, nor my clients. With ROHL products I never have to sacrifice classic good taste for function," she states.

Marylee can't say enough about the ROHL 'wow factor'. She firmly believes that she has

never had one disappointed client after using any piece from the ROHL Collections in her designs. For clients who have requested other vendors' products she has guided them toward ROHL instead, having been completely awestruck by the beauty, high design and functionality of ROHL products. They are grateful that she had the foresight to help change their minds because they feel that they have discovered a superior product and spent their money wisely.

Her latest project is one of great intrigue. Marylee was chosen to design the first Orvis Log Home. It is still under construction and is destined to be a showstopper by the time it is complete. The first of its kind, with others planned to follow, the two-bedroom cabin has been designed as a national



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standard of excellence. Products from the ROHL Country Collection along with the ROHL Collection Shaws farmhouse sink will be prominently featured in kitchen, as well as other ROHL products featured in the bath. Much attention from the press is expected. Thanks to a very solid relationship with Faucets and Fixtures, the showroom that helps Marylee with all of her ROHL needs in Kalispell, Montana, she is able to provide her clients with what she feels

are "the best kitchen and bath luxury faucets and fixtures on the market today." We look forward to seeing the completion of the first Orvis Log Home, and all the other wonderful projects Marylee has up her creative sleeve.



THE GEORGIAN ERA INSPIRED LINE



Lou Rohl

England, a nation rich in history, has created some of the world's best architecture and decorative arts. The Georgian Era (early 1700's to the mid 1800's) was so named for the successive Kings named George. The Georgian Era is notably remembered as marking the summit of house design in Great Britain. Its legacy lives in entire city squares of uniform, symmetrical London townhouses, their facades employing classical pilasters, pedimented doors and windows, and graceful moldings. It carries a sense

of proportion and balance; simple mathematical ratios were used to determine window heights in relation to room widths and shapes, basing all design ratios on cube proportions.

Perrin & Rowe® used these influences to create the new Georgian Era line of faucets, tub fillers and showerheads. The Georgian Era was a time of understated elegance that conveyed perfect balance and order. Designs were stately. Classical and formal details were incorporated into every aspect of decorative elements throughout the design community during this period. We at ROHL take great pride in introducing this new collection of innovative products that capture the intricate, unique beauty of the Georgian Era.

Perrin & Rowe has been at the forefront of melding old world British charm with

modern day technology in the luxury faucet and fixture realm. With this new collection, Perrin & Rowe takes their inspiration from another historically important time in design. As with our Edwardian Era Collection, the Georgian Era gives Perrin & Rowe yet another option to incorporate design characteristics from days gone by. ROHL is proud to present the new line for all to view in the upcoming months.

A few highlights from the series would be:

The Georgian Era 3-Hole Lavatory Widespread (U.3724X - as shown above, U.3723L), a lovely finishing accent to a bathroom sink that evokes elegance and style.

A wonderful complement for the shower: The Georgian Era Shower Package with Exposed Therm, Riser & Lever Handles (U.KIT61), the



U.3724X



U.3748X

perfect blend of functionality and style.

And for the tub pairing, a 4-Hole Column Spout Deck Tub Set, with hand spray (U.3748X - as shown above,

U.3747L), complemented with refined details and elegant finishes.

