

RR
HOUSE of ROHL
SINCE 1983

Authentically crafted faucets, fixtures, fittings and accessories for the kitchen and bath are the House of ROHL.

These very special collections, made by artisans employing techniques passed from generation to generation, are made in the villages and towns of Great Britain, Western Europe, North America and New Zealand.

Each carries a unique provenance, celebrating heritage, craftsmanship, trustworthiness and family legacy.

Established in 1983.



ROHL
Authentic Luxury for Kitchen and Bath

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ROHL

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Ken Rohl

The House of ROHL – An Evolution of the Total Home

The idea behind our House of ROHL positioning is to bring attention to our ability to serve the water delivery needs of “the total home!”

Thirty-two years ago, the ROHL company was begun with one special product - a Pull-Out Kitchen Faucet. We believed then, as now, that an innovative idea would appeal to the American consumer and kitchen designer.

Poised to deliver perfection and elegance

Circa 2015, the guiding principle of the company is spot on with the original formula, notably to introduce innovative products, offering uncompromised design and value. Coupled with the added benefits of profitable partnerships, an unerring commitment to building the decorative faucet/fixture segment, establishing trusted bonds across the industry, giving our customers a competitive edge (48 hour delivery on 90% of our offering), and our award winning customer service department, ROHL is poised to deliver perfection and elegance every day.

The House of ROHL – Kitchens, Baths and Hospitality

The House of ROHL umbrella comprises a full range of bath products as well as our newest concept - the ROHL® Water Appliance™. This concept captures the possibility of providing a full complement of ROHL products for the kitchen preparation, bar, barbeque and laundry. Today, the whole house can be



comfortably outfitted with ROHL. The family DNA offers trust and infuses all levels of the company. The ROHL global footprint, primarily in significant boutique hospitality segments, is not to be missed – India to the Seychelles, to the Far East and the Caribbean.

All ROHL products possess a story

There are key elements connecting all ROHL products. Uppermost is a desire to provide “a story,” a story embodying artisanship, craftsmanship, heritage and historical relevancy that adds measurable value to our offering of luxury products.

Like so many of our customers, the American enterprise system has spawned the opportunity for individual initiatives, creative employment opportunities,

Uppermost is a desire to provide “a story,” a story embodying artisanship, craftsmanship, heritage and historical relevancy that adds measurable value to our offering of luxury products.

bringing elegant high quality products to the home and being a force behind delighting the consumer with the touch and feel of a lasting investment in their home. Make your next project a ROHL total home experience.

Ken Rohl

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DIGITAL

Please visit rohlhome.com and sign up to receive emails from ROHL.



"White by Design" kitchen by Rebecca Reynolds, principal New Canaan Kitchens, featured on authlux.com.

A Continued Commitment to Authenticity – the House of ROHL



Lou Rohl

Evolving & Elevating the ROHL brand is our mission for 2015 and beyond. For over 30 years, we have provided the U.S. market with the most innovative and authentic faucets and fixtures for the kitchen and bath. ROHL is America's only domestic decorative plumbing brand to offer a full line of products crafted in villages and towns from Great Britain, Western Europe, North America, and New Zealand, and ROHL is one of the most recognized and trusted brands in the industry.

The House of ROHL celebrates our continued commitment to the provenance and authenticity of our products and our unique position in the marketplace. It elevates our Total Home concept – ROHL faucets, fixtures, and fittings for every home spa, bath, kitchen, laundry, and bar in Traditional, Transitional and Modern styles. Our products have a legacy and a story that needs to be told by professionals. That is why we believe that the best place for consumers to buy our products is in a brick and mortar showroom.

To support our evolved position we are launching a series of programs, complete with new brochures, videos,

training presentations, merchandising and display concepts. In addition to a full package of House of ROHL elements, we have introduced the ROHL® Water Appliance™ Digital Quiz, accompanied by new ROHL® Water Appliance™ Trade Advertising. Most importantly, we are actively promoting our new blog "AuthLux since 1983". This design and lifestyle blog honors all things authentically luxurious. Stories will be sourced from a mix of contributors and internal experts. All topics will have a provenance associated with our products' country of origin. Be sure to have a look, and be inspired at authlux.com.

New Sales and Merchandising Programs Support the House of ROHL



Mark Rohl



Greg Rohl

The House of ROHL positioning launched at KBIS in January 2015 was met with tremendous success by designers, showrooms and the media alike. We were pleased to introduce this fresh messaging, underpinning the ROHL brand, with a number of supporting elements. The stage was set with a larger, more impactful KBIS booth. Within it, an impactful statement – defining the House of ROHL – was showcased. A dramatic new video, integrating imagery from the great fashion houses of Western Europe, further illustrated the brand's uniqueness. Only ROHL products carry a unique provenance that deliver

on the hallmarks of heritage, craftsmanship, trustworthiness, and a family legacy – and have done so since 1983.

We're looking forward to bringing the House of ROHL to life in your showroom. Your ROHL Sales Representatives are setting appointments to share details now. Visit rohlhome.com for a taste of what's to come.

Being Special – All of the Time



Chuck Wheelock
Wheelock Maidique

The House of ROHL concept was launched at KBIS and wholly embraced by the design community. Chuck Wheelock of Wheelock Maidique, Old Greenwich, Connecticut, said of the concept "...but of course. This is exactly what ROHL is about. The melding of beautifully crafted products with a legacy that is unequivocal. For instance, we love to specify ROHL Shaws Farmhouse Sinks paired with ROHL Perrin & Rowe® Faucets when we have a client who wants to bring a bit of England into their home."

Lori Gilder of Interior Makeovers and the Kitchen Design Network, Beverly Hills, California, said, "for me this is about knowing that ROHL has a full collection of amazingly made products that span traditional, transitional, and modern designs. Whether from Italian, French, German or English designers and manufacturers, ROHL understands - like the finest couture houses - that being relevant and special make the difference."



Lori Gilder
Interior Makeovers



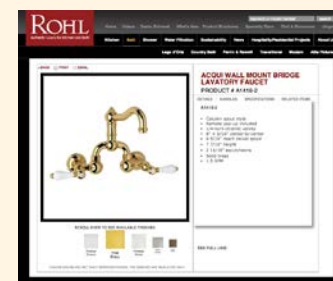
Merchandise Mart, Chicago

The House of ROHL Merchandised in Chicago

The advent of the new House of ROHL positioning has allowed us to take a fresh look at our Chicago Merchandise Mart Resource Center space. This venue, designed to engage design professionals, is being overhauled to incorporate inspirational and experiential presentations of iconic ROHL products. The space is being designed to stimulate interest in specifying ROHL products, as well as to direct designers and consumers alike to independent decorative plumbing and hardware retail showrooms to complete their sale.

This is the perfect place to connect with residential architects, interior designers and kitchen & bath designers looking for special items imbued with style, elegance, and the rich stories that make ROHL products so unique.

Handle and Finish Replacement Program



Phase One of our Handle and Finish Replacement Program is now complete on rohlhome.com. With just the click of a button, users can view any handle and finish combination for all ROHL Lavatory Faucets. The remaining product categories are expected to be complete by fall 2015.

Product Highlights



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Exuberant Design

The new Perrin & Rowe® Deco Bath Collection from ROHL takes its inspiration from one

of the most appealing and influential artistic time periods of the past century. Considered an era that fused history and modernism, the art deco style of this collection takes its cues from some of London's finest hotels and iconic buildings built during the early 1900s, including the Park Lane Hotel, The Savoy, OXO Building and Battersea Power Station. Celebrating exuberant design, this style continues to influence contemporary artists and designers.

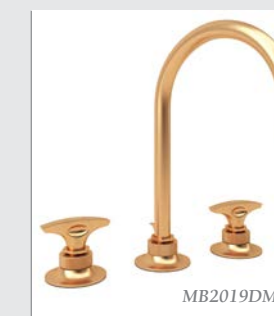


PPC257U-2

Streamlined Sophistication

In the Lago d'Orta region of Northern Italy is an area known as the "Village of Faucets." Today this region produces some of

the world's finest plumbing fixtures, including the ROHL AquaRiva Pull-Out Kitchen Faucet. Inspired by the legendary Riva yachts built in this same region since the 1800s, the AquaRiva Faucet features a streamlined design reminiscent of the signature sweeping wrap-around windshield of this celebrated yacht.



MB2019DM-2

American Splendor

The ROHL Michael Berman Graceline™ C-Spout Widespread Lavatory Faucet in Satin Gold was awarded the Best of KBIS Bath –

Silver Award in January. The faucet reflects Berman's appreciation for streamlined design, featuring sleek lines and industrial details. Featuring a long, graceful arch, the Graceline™ spout is complemented by dial shaped handles reminiscent of ship cleats. Thumb depressions on the handles and knurling banded escutcheons add a hint of glamour.