

# Multi-Generational Living 101

This is the first of a three part series on Multi-Generational Living in the United States.

The number of Americans living in multi-generational households is the highest it has been since the 1950s. This growing trend has spiked steadily over the past five years, since the recession began in 2007. A Pew Research analysis of the 2010 Census showed that 21.6% of Americans lived in a multi-generational household at the time, up from 15.8% in 2000. The largest group contributing to this trend is known as the Boomerang Generation – adults ages 18 to 34.

Boomerang kids, a mix of Millennials and young Gen Xers, are among the largest group to ever attend college.

Many older Millennials graduated around the time of The Great Recession. As a result, economic downturns and a less than enthusiastic job market sent many of them home to live with their parents.

As recently as 2012, 56% of 18-24 year-old Millennials, a total of 21.6 million people, lived with their parents, a spike of 51% since 2007 when the recession began.

It should come as no surprise that the “Boomerangers” are children of the Baby Boomers, many of whom are in a similar, but reversed, and sometimes amplified situation.

Enter the Sandwich Generation. Made up of adults in their 40s and 50s, the Sandwich Generation, accounts for nearly half of middle-

aged adults who are either raising a child younger than the age of 18, or financially supporting a grown child. In some cases, one-in-seven

to be exact, middle-aged adults are financially supporting both an aging parent and a child, young or old.

The growing number and variety of multi-generational living situations have had a domino effect on the housing industry.

As a result, over the next two editions of ROHLCall, these trends will be explored further, as will the effects on the housing industry and how the ROHL brand is in the perfect position to offer product solutions for all multi-generational Total Home needs.



Source: Pew Research Center



Ken Rohl

## The Third Decade – Rising, Relationships, Readiness

“A rising tide carries all boats” characterized the health of the decorative plumbing industry in 2003. After twenty years of maturing to a relevant position in the category, enjoying an equally relevant share of the total market, consumers had embraced upscaling the quality and style of residential kitchen and bath faucets and fixtures. At ROHL, we were growing in excess of 25% per year, a pace which would be our norm through 2007.

It was pretty heady to reflect on how important our diversification into an emerging source for kitchen product packages, bath faucets, and shower solutions had taken us since reinventing ourselves in 1997. It also reinforced the importance of relationships - whether with our terrific sales representative team, a family totally invested in the industry, our partner factories or our showroom customers, with whom we work toward a mutually profitable bond.

CELEBRATING



Little did we know, as we entered into 2008 and The Great Recession, just how important consistency, differentiation and customer service would be, as we and the industry adjusted to the train wreck that would seriously threaten what so many of us had invested the bulk of our lives to create. But, with pain comes gain. Recessions have historically had a cleansing

*“We will remain dynamic, creative and sensibly responsive to maximizing profitable marketing opportunities.”*

effect, eliminating excesses, sinking pretenders and in the end, strengthening those players truly dedicated to providing value and who routinely under promise and overperform.

In early 2011, once again consistency at all levels of the ROHL business formula began to show market share results. By 2013, our brand ranked as one of the top five

most recognized in consumer and specifier studies.

Our organization now stands ready to provide a growing variety of kitchen and bath products to satisfy a broad range of consumer tastes and price points. Our organization also reflects a strong family unit allied with seasoned employees, strong ethical principles, and an openness to meet the

demands of a changing social consciousness and the competitive challenges of a global economy. We will remain dynamic, creative and

sensibly responsive to maximizing profitable marketing opportunities. I am pleased that the Rohl family is poised, having set the foundation, for another thirty years of building brand recognition and significant market share in the decorative plumbing industry.

*Ken Rohl*

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



ROHL CALL  
Authentic Luxury for Kitchen and Bath®  
DIGITAL

This year, ROHL introduced ROHLCall Digital, continuing coverage of ROHL happenings and feature articles throughout the year. Please visit [www.rohlhome.com](http://www.rohlhome.com) and sign up to receive emails from ROHL.

# What Is The Most Used Kitchen Appliance? You Might Be Surprised.



Lou Rohl

Did you know that 60% of the time we spend in the kitchen we are using the sink and faucet? This simple fact is often unknown even by individuals in our industry and yet it makes this combination product the most used “appliance” in the kitchen.

We have long encouraged the idea of packaging our faucets, sinks and accessory products into a single “Water Appliance”, however, we have not formally sold it as such. The number of components can and will vary by customer need, but suffice it to say, the versatility of this “appliance” may overshadow that of other more traditional kitchen appliances.

Given it is not unusual for consumers and designers to budget \$10,000 for 36” range ovens, \$4,500 for convection wall

ovens, \$8,000 for refrigerators, and \$2,000 for dishwashers, it seems appropriate to budget \$3,200 for a ROHL® Water Appliance™ – especially in light of the amount of use it is likely to receive.

The ROHL® Water Appliance™ is a no compromise solution. Its combined function, beauty and durability offer a lasting



result. From the foundational component – the sink – to our collection of kitchen faucets, accessories, soap dispensers, filter taps, sink grids, cutting boards, and soon our instant-hot solution, our commitment to detail and innovative

choices is unmatched. Every element has been resolved.

In a phrase, no other can rival the ROHL complete solution for the ultimate “Water Appliance”.

## Why ROHL?



Mark Rohl

We are often given the opportunity to share what makes ROHL different from other decorative plumbing suppliers. Recently, a showroom sales consultant, who is relatively new to the industry, was amazed to learn about a number of ROHL attributes that are simply “the way

we do business everyday.”

For instance, ROHL feels strongly that a “live voice” should greet every call being received at our headquarters. A number of you have met the “voice of ROHL” – Alex, but for those who haven’t, you still know his voice and appreciate the personal attention he gives each caller.

Our award winning customer service group is an in-house, ROHL staffed team of professionals who go the extra mile, even resolving issues

# We Mourn the Loss of Walter Diamond

Walter Diamond, co-founder of Snyder Diamond, passed away at his home in Palm Springs, California on Tuesday, July 20, 2013.

An early ROHL customer, Walter and his partner Lou Snyder took a chance on ROHL. After traveling to Europe to attend many kitchen and bath industry shows, Walter had the foresight to know there were a number of new plumbing fixtures which would be embraced by the American public.



Walter Diamond

He was known as a pioneer in the decorative plumbing and hardware industry, so his commitment to ROHL was, and will always be, an honor.

Snyder Diamond still maintains its original Santa Monica, California location as well as two other showrooms in Pasadena, California and North Hollywood, California.

Walter is survived by his wife Sheri, three sons – Jeffrey, Russell and Glen – and a daughter, Tamara.

We will miss Walter’s entrepreneurial spirit and commitment to the industry.

that may not be directly related to ROHL.

We are lauded for our delivery rates and quick access to products, helping to keep jobs on schedule. We are appreciated for our brand strength, our relationships and our ROHL values. Most of all, we are trusted to deliver a quality product, that works, is beautiful and enhances the customers’ experience for years to come.

# Personal Involvement & Family Connections Make the Difference

When Bird Decorative Hardware and Bath made the strategic decision to expand their business, they did a lot of homework. Moving from a more traditional building products distribution model to a design and decoration oriented showroom required a new way of thinking. While the Bird Companies have always valued relationships with their suppliers, building this new business, while also cultivating entirely new supplier relationships, put immediate pressure on the procurement and management teams to scope out partners they could trust. “ROHL was one of the first firms to embrace our new approach,” said Sam Marano, President of Bird Decorative Hardware and Bath, which has showroom locations in North and South Carolina. “They took the time to understand what we wanted to do and, after a pretty thorough evaluation, decided we were good enough. That was a real compliment.”

Sam and his team understood immediately that connecting with a brand that offered high quality, high value innovative products was going to be core to their success. They also knew what they didn’t know, and sought out partners that would take the time to educate and train. “ROHL offers some of the strongest



Sam Marano

product knowledge and general sales training in the industry. This was a huge part of their original commitment to us and one we’re still benefiting from today,” said Marano.

Another important connection is the family connection. Bird Decorative Hardware and Bath grew out of a family business that has been in existence since 1865. Respect for hard work, commitment to entrepreneurialism and “get it done” values are important to Marano. “We appreciate the Rohl family involvement in their business and the industry. They know what they’re talking about. The fact that I can speak directly to Mark Rohl is very special. Our personal relationship has been built on principles that we both hold dear. And, anytime I have an opportunity to sit with Ken Rohl, an industry icon, I feel like I have my finger on the pulse.”

## Product Highlights



U.3521X1

**Old World Elegance**  
The ROHL Perrin & Rowe® Edwardian Exposed Floor Mounted Bathtub Filler with Handshower (U.3520L/1 or U.3521X/1) exudes sophistication. Ideal

for a master or guest bath, this hand polished tub filler is inspired by the glamour of the romantic Edwardian Age. Available in lever or cross handles, the ROHL Perrin & Rowe® Edwardian Exposed Floor Mounted Bathtub Filler invites a richness of old world elegance.

**Nostalgic Glamour**  
The newest addition to the ROHL Michael Berman American Moderne Collection, the ROHL Michael Berman Pull-Down Kitchen Faucet (MB7928LM-2) was unveiled earlier this year. Inspired by the glamorous ages of the 1920s, 30s

and 40s, this series presents a striking contrast to other ROHL collections and evokes nostalgic and modern style. This latest design adds an understated, tasteful elegance to any kitchen.



MB7928LM-2



**Classic Elegance**  
Recently featured in the summer issue of VERANDA Magazine, the ROHL Perrin & Rowe® Victorian 25” Basin (U.2863WH) with the Finished Brass Washstand with Glass Shelf (RW2231) is perfectly suited for town or country. With an unadorned, yet classic base topped off with an elegantly crafted, timeless basin, this package dresses up a powder room or guest bath.