

ROHL Announces New Regional Sales Managers

ROHL is pleased to announce two additions to the national Sales Team: **Peter Raleigh, Eastern Regional Sales Manager** and **Vik Szemerei, Western Regional Sales Manager**. Both are responsible to grow and manage their respective sales teams and continue to drive the growth of the ROHL brand.

"We are thrilled to welcome two dynamic and results-oriented sales professionals to our team," said Lou Rohl, CEO and Managing Partner, ROHL. "Peter and Vik bring a wealth of experience and leadership. Their insight and key relationships within the kitchen and bath industry will

be a tremendous asset to us as we continue to grow."

Raleigh is a 25-year veteran in the kitchen and bath industry with experience in both the commercial



Peter Raleigh

and retail channels. Most recently he was National Sales Manager for the ASI Group, Inc., responsible for managing a prosperous 31 territories in the United States, Mexico and the Caribbean. He will report directly to Mark Rohl, Eastern Regional President, and will manage territories east of the Mississippi River. Raleigh is a graduate of SUNY at Brockport. He and his wife currently reside in the Lower Hudson Valley, New York, with their 4 children. Szemerei joins ROHL after



Vik Szemerei

spending 8 years with American Woodmark Corp. as the company's Western Regional Sales Manager. He was instrumental in developing field sales strategies and initiatives

resulting in important growth for the company. He is a graduate of Pepperdine University where he earned his undergraduate degree and MBA. Szemerei also studied abroad at Oxford University and is fluent in Hungarian. He and his wife live in Orange County, California with their 3 children and 1 on the way. Szemerei will report to Greg Rohl, Western Regional President.

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Authentic Luxury for Kitchen and Bath®
ROHL



Ken Rohl

ROHL Filtration – Delivering Healthy Water; Good For You and The Environment

An average American family could be spending as much as \$8,117.60 annually on bottled water*. Compare that expense with a one-time investment in a Swiss-designed Katadyn water filter system of \$523.00. A ROHL



Eliminate Plastic Bottles

filter produces 1,000 gallons of water that tastes fresh, before needing to replace the internal filter, and saves the need to dispose of the equivalent of 7,576 - 16.9 oz. plastic bottles into landfills and oceans. To put it into context, bottled water is more expensive

per unit than gasoline or a cup of Starbucks® coffee.

ROHL has created a terrific formula for motivating consumers to be socially responsible by eliminating the ecological dangers of plastic bottles. Today, sensitivity to environmentally friendly and sustainable solutions are top of mind for customers. Couple consumer support for ecosystem protection with logical cost savings,



U.1812-2, ROHL Perrin & Rowe® Filter System complete with Katadyn Filter and replacement cartridge

and the Katadyn filter sale is assured. The ROHL Filtration System is the thoughtful solution for delivering safe and economical drinking water. In short, great drinking water will always be on "tap".

The practicality of the ROHL filter also extends to maximizing kitchen cabinet storage space as it snugly and unobtrusively

fits inside the cabinet door. Contrasted to other filter systems, which use virtually all valuable under sink space, the Katadyn filter is efficient in a number of ways.

In summary, the Katadyn filter has been a leader in filtration technology since 1928. Unlike reverse osmosis, the filter keeps the good minerals in your water, incorporating silver, which kills bacteria and Zeolite, reducing heavy metals, and complying with NSF 42 and 53 government regulations for chrome and lead reduction.

The result is great tasting, healthy water, conveniently delivered to your "water appliance" at a significant savings to the household budget and benefit to our environment.

Ken Rohl

*Based on single bottles purchased at \$1.39 per 16.9 oz. plastic bottle for a family of four.



ROHL Signs “Stop The Plastic Pledge”

Supporting Oceana and Water Filtration to Keep Oceans Clean



Lou Rohl

The ROHL commitment to sustainability and a clean environment begins with ROHL Water Filtration solutions. Not only does filtered water offer users a healthy, good tasting alternative to bottled water, but it also helps reduce the use of plastic bottles. According to MNN.com, “Bottled water produces up to 1.5 million tons of plastic waste per year. Plus, that plastic requires up to 47 million gallons of oil per year to produce. And while the plastic used to bottle beverages is of high quality and in demand by recyclers, over 80 percent of plastic bottles are simply thrown away – and that assumes empty bottles actually make it to a garbage can. Plastic waste is now at such a volume that vast eddies of current-bound plastic trash now spin

endlessly in the world’s major oceans, representing a great risk to marine life, killing aquatic animals which mistake our garbage for food.”

Not only do we believe in reducing the use of plastic water bottles, but we have made a philanthropic commitment to Oceana, a non-profit group based in Washington, DC, that focuses on ocean conservation.

Oceana has helped to raise awareness about the global issue of plastic debris in the oceans – a problem that continues to worsen. Did you know that as much as 1.6 billion pounds of plastic per year, much of it plastic water bottles, ends up in

the ocean? So much so that it has created a debris field the size of Texas in the North Pacific? Oceana helps to build awareness for clean oceans



by focusing public attention and asking consumers to support their efforts by taking the “Stop Plastic Pledge”. ROHL supports Oceana by contributing a percentage of our filtration faucet sales and by asking our customers to support our efforts by taking the “Stop Plastic Pledge” at Oceana.org.

For more information on how you can help, please visit our website and click on “Sustainability”.



Differentiate Yourself by Knowing and Selling Filtration



Mark Rohl



Greg Rohl

Showrooms most successful at selling ROHL Water Filtration Systems take the time to educate and demonstrate. Well-trained showroom consultants are able to confidently share insights about why filtration is a smart, healthy choice. Eliminating the use of plastic bottles, the extreme performance of the Katadyn filter (0.2 micron filtration vs. standard 0.5 micron), available in a range of traditional, transitional, and modern designs, make

ROHL water filtration an easy decision. Plus, understanding the lifecycle costing of owning a ROHL Water Filtration System versus buying bottled water is smart economically as well. Call or email us at rohlinfo@rohllhome.com to set up your training session and benefit from this excellent differentiator.



Gracious Home
Upper East Side
Location at
1220 3rd Avenue

Selling Filter Faucets in the Big City

GRACIOUS HOME
est. 1963

Many New Yorkers argue that their public water supply offers the best tasting, clearest water with the best “bouquet” bar none. Actually, while scoring quite high on city drinking water tests, New York City water may not be as pure as one would hope. Patti Whelan, Director of Decorative Hardware and Decorative Plumbing for Manhattan-based Gracious Home, suggests that sales of filtered water faucets are as strong as ever in their showrooms.



Patti Whelan

“Our customers are well-educated, affluent, and savvy. They realize that public water supplies have a number of contaminants not readily smelled or seen,” said Ms. Whelan.

“Not only are there an increasing number of contaminants finding their way into the water supply, the New York City water delivery system is antiquated. The fact remains, most buildings in and around the city have old pipes!”

No matter how clean the water starts out, it is bound to collect bad stuff on its journey to the sink. Pipes, especially old ones, are repositories for bacteria, minerals, and toxins that are not flushed through the system.

Additionally, Ms. Whelan notes the “importance of wellness and well-being to consumers today. Health is important to customers of all ages, and clean water, whether for drinking, brushing teeth, or washing fruits and vegetables, is core to any smart regimen.”

The sales associates at Gracious Home find selling water filtration systems to be relatively easy. They have taken the time to be trained on the variety of options, including ROHL Perrin & Rowe® Filtration. They understand the importance of demonstrating how filtered faucets work through the use of storyboards and video.

“Wherever possible, I would encourage the use of working displays. They immediately engage the customer,” said Whelan. “And there is nothing like being able to let them taste the difference themselves.”

Product Highlights



U.1380LS-2

Filtration for the Bath

Enjoy fresh tasting, clean water with the new ROHL Perrin & Rowe® Contemporary 3-Lever Lavatory Filtration Faucet. This faucet, made in Great Britain, is

coupled with a Swiss-made Katadyn filter. Trusted by organizations like NATO and The Red Cross, the Katadyn filter reduces a variety of contaminants. With a swivel spout and clean, smooth lines, this contemporary faucet complements the interior of any bathroom.



U.1535LS-2

For the Contemporary Kitchen

Featured in House Beautiful Magazine as a kitchen update that “makes a difference” – the ROHL Perrin & Rowe®

Contemporary Mimas 2-Lever Kitchen Faucet with “C” Spout and Sidespray brings form and function together, with filtration at the forefront. This filtration faucet has a compact filter that fits easily under a kitchen sink and cleans 1,000 gallons of water, preventing thousands of plastic bottles from ending up in landfills.



U.1570LS-2

Savor Pure Innovation

For the traditionalist, the ROHL Perrin & Rowe® Traditional 2-Lever Kitchen Faucet with Sidespray brings

the distinctive details ROHL Perrin & Rowe® Collections are known for. Thanks to the integrated Swiss-made Katadyn filter and integrated filter technology, this faucet is the only filtration system of its kind to deliver hot, cold and filtered water from a single faucet. Savor pure innovation with the best system on the market today.