



Ken Rohl

The Enemy of Innovation is Comfort

Creativity and innovation are more than fundamental to a vibrant business or economy; they are the lifeblood of any enterprise. The economic engine, during negative business cycles, has been driven by events like the emergence of the dot com era, increased real estate values aka the housing bubble, and years ago the reinvigoration of the manufacturing sector. Circa 2011 the general economy is in a state of paralysis that cannot be rescued with artificial stimulus, but can be remedied with a dose of creativity and innovation. On a macro level we'll leave the solutions to our current malaise to the next Administration, whoever that may be.

At a very micro level, ROHL realizes our destiny is dependent on "out of the box" solutions; new products, new businesses, better performance, superior services and an expanded line of competitively priced collections.

Regardless of the activity, it must meet the internal test of being able to offer high potential and, ultimately, high performance. Not everything we attempt will eventually work out, but we're not inhibited from exploring new ventures because, fundamentally, we

have a disciplined criteria for weighing each new initiative's go/no go potential. This may be the most important business tenet guiding the company.

We are blessed to offer products that have a provenance. They each carry a long heritage of craftsmanship, whether it's Perrin & Rowe[®] Filtration featuring "Triflow[®] Technology," Shaws Farmhouse Sinks or the sleek Italian lines of our Modern Collection. It was no coincidence that we embraced the design method of Andrea Palladio in our Palladian Series. He, like so many of the talented design professionals that have brought creativity to our collections, embraced a philosophy of clarity, simplicity and originality, qualities that bridge not only our product offerings but our approach to business. Now more than ever, all of our businesses must exude freshness while reinforcing solid guiding principles that provide assurance and forward thinking.

Much like Steve Jobs ignited Apple's renaissance with risk taking, creating products and services for which there was no prior demand (as well as possessing a restless, and relentless pursuit of untried ideas), we can invigorate our own businesses with energy and ingenuity. Today, why not

shock our customers with new products and services, why not disrupt the status quo with a change in showroom presentations and shake loose from yesterdays familiar for tomorrow's unrealized potential?

Returning to ROHL's newer pursuits, I'd be remiss if I didn't point out that since 2009, we've made great strides in the hospitality and resort industries. By taking our basic residential product and adapting the existing or creating variations to established collections, we've now brought authentic luxury to some of the world's premier hotel and resort locations. Once again, within all of our core competencies exists the opportunity for new pursuits. We simply need to step back, create some space for innovative thinking, and launch a new chapter based on solid service credentials and a willingness to shock the market, while being proactive and always dedicated to managed growth and profitability.

Ken Rohl



Using your Smart Phone, download a QR Code Reader App to view this video.



Liborio Soldi

Founder Cital Faucets

January 11, 1934 – October 12, 2011

Few people personified the "young Turks" of the Italian faucet industry like Liborio "Libby" Soldi. Having founded Cital in the late 1950's, "Mr. Libby" turned Cital into one of the key faucet brands of Europe. A tireless promoter of his company, seemingly omnipresent at tradeshow or during one of our factory visits, Liborio's personality was enthusiastically infectious.

We first met Liborio in 1996 at the ISH Tradeshow in Frankfurt, Germany. We were looking for a classically designed traditional style collection that offered an excellent

value. To this day the Cital "Italian Classic Bath Collection" remains one of our best sellers in part due to Liborio's continuing commitment to quality.

The Soldi family sold Cital in 2009 to another one of Italy's famous faucet families who continue to carry on the Cital tradition. Liborio passed away suddenly following one of his beloved hunting trips. His positive impact on the world-wide plumbing industry will continue to be felt for many years to come.

Ken Rohl

Courageous Patience Delivers Innovative Products



Lou Rohl

Since 1983, when ROHL introduced the Pull-Out Kitchen faucet to America, we have been known for bringing innovative products and ideas to the US market.

From that initial product introduction, which revolutionized the design and functionality of the American kitchen, we quickly followed with bath products like the first ever high volume dual functioning water and temperature control pressure balance mixer. Partnering with our 14 European factories through the years has allowed ROHL unique access to classically differentiated designs and concepts, translating into new product innovations for the American market.

More recently, ROHL has brought the next generation of Perrin & Rowe® patented “Triflow® Technology” to this market. Now the American consumer has ready access to hot/cold and filtered water all from a single tap. The translation of this technology into both traditional and contemporary designs

for both the kitchen and bath provides showroom consultants with virtually endless integrated filter solutions.

As our partner factories meet or exceed ISO standards and requirements for sustainable and environmentally sensitive products, we are able to meet the new low-lead standards in California, which will soon become a nationwide mandate. Additionally, as water efficiency continues to be a focus of municipalities and consumers, our EcoModern and EcoClassic showerheads, which use only 1.75GPM, provide the high performance demanded by consumers. Low flow requirements have also impacted toilet design. In Europe dual flush technology allows the user to select the best performance. Until now, these smart toilets have typically been offered in only contemporary styles, creating a design conundrum for America’s traditionally oriented consumer. Introduced at the 2011 Kitchen and Bath Show, our Traditional Dual Flush toilet, featuring the design elements appreciated by 85% of American consumers, was a significant hit.

Our Fireclay kitchen sink options continue to provide innovative form and function. The addition of the new Matte Black finish gives consumers the option of enjoying the functional benefits of Fireclay in a more contemporary look. Fireclay’s flexibility in design shapes and its high performance impact resistance finish, meets today’s consumers’ stringent criteria.

Entering 2012, we continue to explore new concepts and unique designs fulfilling our promise of providing innovative, classically differentiated products and services. Our aim is to regularly provide new reasons for consumers and specifiers to visit your showrooms for ideas and design solutions to create fresh, ingenious kitchens and baths.



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Innovative Selling Means Customer Engagement



Mark Rohl



Greg Rohl

Innovation isn’t just happening at the manufacturing level. Innovative selling techniques on the showroom floor are often just as important (maybe even more important) as the products being sold. Take Apple as an example. Products like the iPad, iPod, and MAC revolutionized the world in which we live. But the Apple store and the advertising surrounding these amazing products has been important as well. Apple’s innovative approach to engaging consumers in a retail environment is spectacular. The

shop and the imagery are legendary.

In the ROHL space, the engagement comes when customers are connected to the provenance of the products. Understanding and telling these product stories links consumers with the product origins. ROHL “storyboards” transport customers to the villages where these innovative products originate. The use of QR codes on displays, advertisements and literature quickly link customers with rich media videos. This innovative tool gives customers the opportunity to hear and see artisans and members of the Rohl family share their vision and passion for these very special products.

“Working” or “live” displays are key to innovative sales presentations. When consumers and designers are able to interact with “working” displays or vignettes, a visceral connection is made that is long remembered. Giving

customers a chance to taste filtered water from a “working” integrated filtration system allows showroom consultants to properly demonstrate how this proprietary system operates. Similarly, “live” shower vignettes allow for a more complete presentation of the various showerhead functions and sprays.

The ROHL Authorized Showroom Program encourages consistent review of displays and showroom presentations. The program focuses on the best practices around showing and selling the right products in the best way, and has demonstrated success. While the concept may not be new, the consistency of the effort has proved to be quite innovative. ROHL will continue to bring thoughtful, smart programs to your showrooms, helping to connect designers and consumers with an experience that will cause engagement and, ultimately, sales.

Innovating Customer Service



Justin Tracy

The best way to sum up the importance ROHL places on the value of outstanding, innovative customer service is the Peter Drucker quote underneath Justin Tracy's, ROHL Customer Service Manager, signature block. "The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer." ROHL understands that brand performance is measured in the last mile. Constantly innovating in the customer service arena

has delivered "customer delight" to over 82,000 contacts in 2011 alone. Utilizing a number of monitoring tools, the ROHL CS Team has achieved a 99.2% Grade of Service – up 0.5% from 2010. ROHL CSR's connect with close to 100 people each per day, real time with live voices. The innovation here is acknowledgement that the final connection with the ROHL brand is often the warm, attentive voice of a ROHL Customer Service Representative. "I am honored to work with a group of 11 professionals. We are encouraged to resolve, answer, help in any way possible. ROHL senior management understands and supports our organization and that allows us to be successful," said Tracy.

Design Innovation: Smaller and Smarter Is Sustainable



Suzi Banks Mullins

Suzi Banks Mullins, Showroom Manager of European Bath Kitchen Tile and Stone in Solana Beach, CA, sees innovation in the form of reconnection with the smart, sustainable designs of the 1950's. "Cliff May homes are back. They're efficient, clean and easy to enjoy! We're seeing more people wanting to celebrate living instead of just creating a big, fussy facade."

Based in southern California, Suzi is seeing an important shift. Her clients are connecting to smaller spaces that are comfortable and relaxing. In particular, the reference to Cliff May, often cited as

the "father of the California ranch house," reinforces the spirit of Suzi's enthusiasm. May's approach is again being embraced by emerging affluent consumers with an interest in furnishings and finishes that multi-task and offer a warm contemporary or transitional look.

Lighter finishes, like whites and brushed nickels, are coupled with more rectangular clean lines to create quieter living spaces. Younger customers are gently pushing aside the "Old World" looks of the past 15 years. "I find we often get a hint of what's to come in the design world from Hollywood. Thinking about the movie Mr. and Mrs. Smith, their kitchen and baths were sleek and contemporary. It's almost as if we're saying our eyes are full. We need a rest."

FUN ELEMENT QUESTION:

Be the 50th, 100th, 150th and 200th person to answer the following question correctly in order to win a ROHL Polo Shirt. E-mail your answer to Tracy Abel at tracya@rohlhome.com by January 31, 2012.

What year did Ken Rohl bring the revolutionary Pull-Out Faucet to the United States?

- 1988
- 1993
- 1980
- 1983

WINNERS OF THE LAST FUN ELEMENT QUESTION:

How much does ROHL invest per annum in our brand building?

- \$1 million
- \$5 million
- \$7 million
- \$10 million

Winners:

Richard Salvi, Rancho Mirage, CA
 Alison Wilder, Denver, CO
 Sarah Conley, Albany, NY
 Brenda Terral, College Station, TX

PRODUCT HIGHLIGHTS

EcoModern and EcoClassic Showerheads

Refined in look and sustainable in performance, the Eco showerheads offer a spa experience right in your own home. Both showerheads feature a 1.75 GPM water restrictor and exceed EPA standards of 2.5 GPM while still offering a satisfying shower experience. These showerheads are WaterSense® approved for 2012.



Perrin & Rowe® Filtration Contemporary Lavatory Faucet

Distinguished by clean, crisp lines and a tall, gracefully curved spout, this faucet is as artistic as it is functional. Featuring Perrin & Rowe® Filtration, the Contemporary Lavatory integrated faucet filtration system utilizes the Swiss made Katadyn filter kit for superior performance.



U.1335LS - faucet only

U.KIT1335LS - faucet & filter kit

Country Kitchen - Cinquanta

Named in celebration of the 50th anniversary of the Northern Italian maker of this elegant faucet, the Cinquanta offers a single side lever further contemporizing this traditional look. Complemented by the sidespray, the style is further adjusted simply by changing the finish. Available in Tuscan Brass, Satin Nickel, Polished Chrome, Polished Nickel and special order Inca Brass.



A3650LMWS

ROHL Launches Innovative New Website



Over the past 18 months, ROHL has completely overhauled its corporate website – rohlhome.com. An elegant new look, rich with beautiful images, pervades the entire platform. Simplified navigation allows users to quickly find their way to all of the ROHL Collections including mirroring the logic contained in the ROHL Price Book. Kitchen and Bath Collections, Shower packages, and Water Filtration are prominent buttons on the home page, plus a Specialty Store button has been added. Here you will find Care and Maintenance items, as well as replacement filtration components and ROHL logo apparel and accessories for purchase.

The site features roll over capabilities allowing customers to view most products in a variety of finish options, better demonstrating how the look of a faucet or fixture changes depending on the finish type. Downloadable brochures are available behind the product brochures tab and a full range of images and details associated with resort and hospitality projects are found behind the resorts tab. Best of all, the site search function, at the top right, allows users to type in product names or numbers for quick links to favorite items. The improvements are vast, again emphasizing ROHL's commitment to innovatively reinvigorating its position in the market.

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