



Ken Rohl

Paralysis Is Not An Option

Sometimes it's hard to believe I now have a 30 year view of our decorative kitchen and bath industry. In that time I've never seen anything as powerful as the ROHL Authorized Showroom Program, especially when it comes to customer collaboration.

To establish a little perspective on why our Authorized Showroom Program is more important than ever, I'd like to recount a little history of our decorative products history.

In 1983, when I first attended ISH and made the connection with European decorative products manufacturers, the U.S. share of decorative products was about 3%, concentrated in New York metro and California.

Fast forward to 2011, and even after the calamitous events of the last three years, the decorative share of market still tips 12%. Paralleling the growth of our industry have been the unifying forces of KBIS and DPHA, creating a synergizing energy that reinforces investment in new and innovative products, along with significant showroom upgrades offering product presentations in much improved display environments.

This wave of growth, investment and financial reward gave some a euphoric belief it would go on forever. Much to their chagrin, many were awakened to

not just an economic tsunami, but the emergence of a consumer driven market greatly influenced by the internet, online purchasing and temptations of deeper discounts. This new shopping and purchasing paradigm has resulted in a general "dumbing down" of what had become a rather elegant culture for enhancing one's kitchen and bath experience.

Some might say our industry is at a cross roads much like our general economy. For us, like the economy, it's critical that prudent enlightened leadership make good fiscal decisions and investments in proven, trusted programs preventing future failure. Continued commitments to our association, KBIS, and most importantly, a strong showroom display presence, will help prevent failure. For some, paralysis is a strategy - simply wait until things get better – with better being 2015.

Contrary to a paralysis strategy, ROHL has embarked on an Authorized Showroom Program that aligns your business plan with a partner that offers products and programs that are not only smart, but profitable. Profitability comes from connecting with a supplier who believes selective distribution is better; a partner who believes in a powerful product portfolio that offers variety in designs and price points; a partner with a MSAP policy with teeth; and finally, a

partner with in-depth training and award winning customer service.

Our Authorized Showroom Program is differentiated by more than products and incentives. We make it our practice to impart the collective knowledge of a globally positioned company. We are committed to serially training experienced Authorized Showroom Consultants, setting industry standards. We take time to understand the interior design trade and what influences their product choices as compared with consumers who often reflect a scattered understanding of products and suppliers.

Increasingly we're invested in imparting insights that will save you money and time, increasing your overall profitability. The list of benefits will grow as we involve you in a variety of networking activities from webinars to factory visitations to Authorized Showroom principal seminars. Develop your own report card on ROHL's Authorized Showroom benefits. I think you'll agree we're offering the kind of enlightened leadership you want to keep the industry growing and healthy. For us paralysis is not an option.



Ken Rohl

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The ROHL Brand Drives Authorized Showroom Return on Investment



Lou Rohl

The power of the ROHL brand makes specifying our products one of the most profitable endeavors a showroom sales consultant can make in today's competitive marketplace. Why am I so confident in making this statement?

Consider these facts:

1. Since the founding of the company and before Ken Rohl was taking a salary, we invested in brand building by running advertisements in *Architectural Digest*.
2. Despite suffering the effects of the "Great Recession," ROHL has continued to invest over \$10 million per annum in brand building.

3. Our total marketing efforts to both trade and consumers reached over 30 million individuals in 2010.
4. Our brand building exposure drives 48,000 visits to our website per month.
5. Today's consumer trusts established brands now more than ever. They no longer "take a flyer" on non-branded esoteric boutique names, which have no recognizable qualities of longevity.
6. The ROHL brand strength combined with our selective distribution and MSAP policies means less time discussing who ROHL is and more time specifying ROHL products that fit the design criteria for your customers.

I do not need to remind you that today's consumers are more than ever focusing on product quality and value. ROHL is the most established and profitable brand in the upscale decorative plumbing market. ROHL should be among your first choices when profit and ROI is your motivation.



ROHL Authorized Showrooms Number 553; Introducing The A.I.V. Institute

ROHL continues its commitment to professionalizing and educating the decorative plumbing and hardware industry by introducing the A.I.V. Institute. The Institute capitalizes on the three pillars of the ROHL business proposition – Authenticity, Innovation and Value. Determined to be the best company driven training and educational program in the business, ROHL has partnered with a number of independent professionals and organizations like

American Express, the Luxury Marketing Council and the University of California at Irvine to establish a best in class institute. Covering staples like product knowledge and selling skills, the institute integrates business management insights including strength, weakness, opportunity and threat analysis, product portfolio profitability, understanding today's economy and the anatomy of the luxury market. Only sales consultants working with an Authorized Showroom may earn

the opportunity to attend the institute. Participation in prerequisite webinars and in-market showroom product training prepare sales consultants for the opportunity to attend the California based ROHL A.I.V. Institute.

ROHL
A.I.V. INSTITUTE
authenticity innovation value



Mark Rohl

Maximizing Your Authorized Showroom Program Commitment

While the ROHL Authorized Showroom Program was initiated to help showrooms leverage ROHL merchandising systems, it has grown into a full-fledged partnership program assisting Authorized Showrooms to truly maximize their ROHL relationship. Working closely together, we are moving

ahead to create the ultimate showroom experience.

How are we doing it?

First, we analyze each showroom display, making sure the top 10 best selling ROHL products are prominent. Next, we collaborate to select the best portfolio of collections for each individual market and showroom. Finally, we conduct quarterly goal reviews with each Authorized Showroom, helping to manage their ROHL business for profit, right down to the product level.

The combination of pre and post sale support offered to Authorized Showrooms allows each to maximize their efforts at the point of purchase. That focus has shown an overall increase in business generated by Authorized Showrooms over 2008 levels – even in a challenging business climate. This "living program" is not your traditional "set it and forget it" effort, rather it is the perfect anecdote for the extremely discerning customers in the market today. Together, by delivering on their expectations, we cultivate their trust and preference.



Greg Rohl

Making Authorized Showrooms Shine



Jake Smith

Beautifully maintained displays positively influence your sales. Research confirms time and again the critical importance of keeping product displays dusted, polished and in good working order.

Think about your local luxury automobile dealer. Contrast that image with the used car lot. The difference is not only in making a sale but what price you can command for the item. In the decorative plumbing and hardware world, if a display is dirty, missing parts or the product is loose on the box, the powerful, subconscious message created in the consumer's mind is "I don't want that in my house." Even though they know it's "only a display," the subconscious has already rejected the product.



The goal of ROHL Authorized Showroom displays is to help a consumer, designer or contractor imagine what the product could look like installed. Nothing compares to presenting product on an upscale display.

10 steps to ensuring your ROHL display always looks gorgeous!

1. Not only dust, but polish products in order to assure the finishes look new at all times.
2. Tighten any loose products.
3. Make sure signs are straight.
4. Make sure all boxes have signs.
5. Have your ROHL Sales Representative write up a display maintenance form for any missing parts.
6. Request a quote from your ROHL Sales Representative for new product.
7. Immediately remove discontinued product.
8. Is there space for Story Boards? This will liven up the display, add color and help illustrate the provenance of the products.
9. Are there ROHL brochures on the displays? Request a mounted brochure holder from your ROHL Sales Representative. Make sure brochure holders are always filled.
10. Move top selling product to a location that is most visible.

PRODUCT HIGHLIGHTS

Matte Black Finish

Exclusive to the Allia Fireclay Sink Collection, the new Matte Black finish pairs perfectly with the organic style that continues to find its way into town and country kitchens. The color is a warm complement to honest finishes and fixtures like soapstone, low-luster granite and hand rubbed wood counter tops. Due to the precise finishing process, Matte Black performs at the same high level as the traditional Biscuit and White finishes, while offering a whole new look.



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Old Iron Finish

Available exclusively for the Viaggio Country Bath Collection, the Old Iron finish is hand-rubbed and hand-finished by Italian artisans. This intricate process achieves a dark, rustic look and also ensures that no two products are exactly alike. The finish is protected by a matte clear coat layer, ensuring a lifetime of beauty and elegance.



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Professionalism in Partnership Equals Profit



Matt Goren

For over four generations, Hardware Designs has served discerning customers looking for unique and special doors, hardware, fittings and fixtures. For the past 11 years, Matt Goren and his family have had a good relationship with

ROHL, but the past 3 years have shown a marked improvement in ROHL business at HDI. Working closely with his ROHL sales team, Matt has made a strategic effort to grow his business. It's this partnership approach that he values. Becoming an Authorized Showroom was just the beginning. "I made the commitment to ROHL for more than just a display program," said Goren, VP sales and marketing, Hardware Designs. "I wanted a professional partnership. I wanted a

relationship that offered more than just great products and displays. That is exactly what I have with ROHL."

In the last three years ROHL and Hardware Designs have developed a specific, strategic business plan that, in a very tough economy, has been tremendously successful. The approach has been collaborative, not top down. Goren has been hands on, working with ROHL to select and show products that sell well in his affluent Northern New Jersey market. Together the showroom has been reworked to best present the ROHL story, exhibiting over 28 collections. Regular reviews of what is working and what isn't have been instrumental in maximizing Goren's return on investment (ROI). "I'm not afraid to make adjustments as appropriate," said Goren. "Neither is ROHL. That's partnership. As a result, we're both more successful."

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 July 15, 2011.

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

- a. \$1 million
- b. \$5 million
- c. \$7 million
- d. \$10 million

WINNERS OF THE LAST FUN ELEMENT QUESTION:

How many gallons of water does each Perrin & Rowe® Filtration cartridge filter?

- a. 100 gallons
- b. 250 gallons
- c. 500 gallons
- d. 1,000 gallons

Adam Cooper, St. Paul, MN
Marilyn Fay, New York, NY
Malo Sua, Honolulu, HI
Alison Wilder, Denver, CO

Perrin & Rowe® Mimas Contemporary Kitchen Faucet

Authentically crafted in England like all Perrin & Rowe® products, this new kitchen faucet distinguishes itself with sophisticated, contemporary detailing. Available in Polished Chrome, Polished Nickel and Satin Nickel finishes, it boasts a swivel C-Spout and subtly modern base and escutcheon. The single-hole installation allows for a clean counter top typically desired in modern spaces. Available with or without sidespray or as a bar faucet.



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Organically Rustic Elegance

Sustainably savvy, eco chic and rustic elegance are all terms being used to describe the morphing of organic form, natural materials and hand-hewn finishes so very “au courant” in architecture and design. The connection with honest materials that are carved, shaped and rubbed by hand infuses a sense of care and craft that discerning customers crave. Today’s baths, kitchens and bedrooms are following the theme of doing something “simple and nice.” They epitomize the concept of understated elegance

that also demonstrates concern for the environment, reuse and sustainability. Antique mavens, the Keno Brothers, working with Theodore Alexander have launched a line of “fresh-faced, ornament free” furniture with legs that they describe as “tubular organic.” William Garvey has created a zen-like soaker tub out of wood that is formed and fitted for the most minimalist of spaces. Woven metal fabrics and wallpapers flocked with real sand grace the pages of design and décor magazines. Couple this trend with

the ROHL Allia Matte Black Fireclay Sinks, Shaws Fireclay Kitchen Sinks and a broad assortment of faucets and fixtures in Tuscan Brass, Satin Nickel and English Bronze finishes and the ROHL portfolio offers a perfect complement to the Rustic Elegance trend. The newest Old Iron finish in the Viaggio Country Bath Collection is sure to find its way into the baths of many projects where the finishes and furnishings are of the local vernacular.



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