

# North American Designers Embrace “Responsible Luxury”

Whether in water taxed California or north of the border in greater Toronto, using water responsibly is foremost in the minds of the design community. Two designers weigh in on their thoughts and concerns about specifying plumbing products for the rooms that are the largest users of this precious resource – kitchens and baths.

Regina Sturrock of Sturrock Design in Burlington, Canada notes that “Water challenges in the States affect the Canadian market as well. In particular, California’s near four year drought has had an impact on our economy since we import over 3 billion dollars in fresh produce from the state annually. Beyond this and the exponential consequences in California, the world is using up its most valuable resource faster than it can be replenished. I believe designers and specifiers play a significant role not only in influencing the choices



Regina Sturrock  
Sturrock Design

of their clients for a well-designed and healthy home, but in moving the market in a greener direction. We have a most certain responsibility to select beyond what may best suit our clients’ environments aesthetically. It means education and research to insure we are making the right choices and that we’re doing our part in preserving the world’s environment. I

always urge the designers in my firm to source quality products and live up to their sustainability claims. We look for showerheads and faucets that offer low flow rates - meeting the GPM standards - and those that carry the EPA WaterSense label that provide strong flows while conserving water. With multiple showerhead systems, we look for products that offer conservation or adjustable settings.

We also look at water filtration systems that offer quality drinking water thus eliminating the need for bottled water.”

Stacy Garcia, kitchen and bath designer and co-owner of Garcia Cabinetmakers in

Long Beach, California says “With mandatory cuts in water use and new water appliance guidelines that took place in January 2015 here, in California, we need plumbing fixtures to aggressively perform more than ever before. The new California rules limiting faucet water flow rates are the most stringent in the country.



Staci Garcia  
Garcia Cabinetmakers

Water saving showerheads are in high demand but our clients also want a luxurious showering experience. This is a challenge! Coupled with our normal project design considerations, designers need to be confident that the decorative plumbing industry is on top of the details. I count on companies like ROHL to meet these high standards with quality products. This is a time when trusting partnerships are invaluable.”

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# ROHL CALL

Authentic Luxury for Kitchen and Bath®

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## Enjoying the Luxury of Being Responsible Investing in Future Generations



Ken Rohl

“Paying it forward” is something most of us embrace as parents, grandparents and in some cases even great-grandparents (as in my case). It’s also something we as businesses should hold dear. Whether our work involves keeping our earth healthy for future generations, paving the way for creative expression or helping to educate our youth, investing in the future for our children should be a personal and business driver. Not only is it the responsible thing to do it’s the way we make a difference. It’s also how we build on our experience and pass it on. The Decorative Plumbing and Hardware Association (DPHA) Council of Fellows, of which I am a member, took this mantle when in 2008, we created a Scholarship Foundation for the education of children of the industry. The Scholarship Foundation honors the memory of all industry leaders with two scholarships that are presented each October at the Annual DPHA Conference. Candidates must complete an extensive application which includes information on honors, sports, extracurricular activities, as well as an essay on “why I should be considered for a DPHA Fellows Scholarship.” Last year we had 13 applicants, and, as one of the judges vetting submissions, I was in



DPHA Council of Fellows 2013 Annual Conference  
Front Row: Tom Cohn, Marilyn Hermance and Faye Norton  
Back Row: Jim Babbitt, Ken Rohl, Jack Fase and Jamie Gregg

aware of the hyper quality of scholastics and activities shared by the applicants. All 13 of the students were exemplary, and as representatives of the current generation, give me confidence about the future. In the years since the inception of the Foundation, the Fellows have built a Scholarship Fund valued at about \$130,000. Corporations, companies and individuals have made tax deductible donations to a 501c fund, managed by a wealth management advisor, in conjunction with Jim Babbitt, Executive Director, DPHA, and several DPHA Fellows who are responsible for vetting the applications and choosing the

scholarship recipients. The vetting process is an awesome experience. Knowing we can make a difference in the lives of these talented individuals is powerful stuff. Being both a good industry citizen and personally devoting time to advancing the causes of others, makes for a healthy balance in our work and our personal lives. As you review your opportunities to make a difference, and the luxury of being able to do so, I hope you will keep the DPHA Fellows Scholarship Foundation in mind. I know you’ll want to help.

*Ken Rohl*



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DIGITAL

Please visit [rohlhome.com](http://rohlhome.com) and sign up to receive emails from ROHL.



Product Shown:  
Perrin & Rowe® 12”  
Rain Showerhead in  
Polished Chrome  
(U.5204)

## The Code of California Delivering Authentic Luxury, Responsibly



Lou Rohl

California sets the tone for responsible water consumption and enjoyment of natural resources. Some would argue the state is too rigorous. Regardless of your position, it's a fact that California has been more progressive than many countries – never mind states – insuring the health, safety and welfare of people and places for generations to come. As a company headquartered in the “Golden State” for over thirty years, ROHL has been part of every responsible water use initiative since our founding. As such we have educated our supplier partners in the ways of

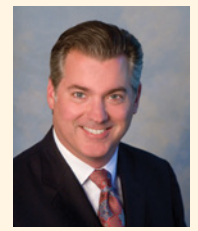
good stewardship and the ability to deliver luxurious products that also are responsible with regard to their impact on the environment. Living and working here provides us with a unique understanding of how water should be provided for and delivered in a responsible manner. We specifically focus on two areas: 1) Health & Well-being and 2) Consumption and Conservation. Our health and well-being products range from clean water filtration systems to anti-scald, low lead and universal design solutions. Consumption and conservation is addressed by

stringent adoption of both the CalGreen and WaterSense water conservation mandates and recommendations. Delivering authentic luxury for the kitchen and bath, and doing so responsibly, is an imperative at ROHL. Each day, as we shower, bathe and enjoy clean, fresh water in our California homes we are reminded of the importance of this commitment. As Californians we know how to offer luxurious experiences responsibly, and do it every day.

## Selling the Importance of “Responsible Luxury”



Mark Rohl



Greg Rohl

During the U.S. Green Building Council June 2015 meeting, the organization announced the “availability of a new path forward for California project developers seeking LEED certification.” As California, in the wake of serious drought challenges, continues to set more aggressive targets for energy and water efficiency, this new path will make “beyond-code green building leadership even more accessible.” ROHL, as a California-based company itself, has been at the forefront of CalGreen initiatives, including early compliance with flow rates and low lead

requirements. The ROHL commitment to delivering luxurious products that deliver on CalGreen as well as exceed EPA requirements, is the perfect complement to achieving LEED certification without compromise. Delivering luxury responsibly is a core part of the ROHL value proposition. Whether showerheads, faucets, or water closets, all ROHL products deliver performance, elegantly.



## Putting the Luxe Back in Luxury

Understanding and being able to trace the lineage of a product is part of what defines authentic luxury today. Knowing the provenance and production processes of an item has become as important to the customer as the actual product itself. “Knowing (a products’) foundation signifies social conscience, a duty and care and a deeper knowledge of craftsmanship, skill and quality,” says Jonathan Kendall, President, Marketing and Education Commission, The World Jewelry Confederation. Providing transparent product information as part of the customer journey insures customer comfort. Layer on the need to deliver products that are luxurious not only in their look, feel, material, and craft, but also their ability to be responsible as a part of their being, is a mandate. As the luxury market continues its evolution and recalibration, “responsibility” is one of the standards by which it will be evaluated.



## ROHL Makes It Happen At KBIS

ROHL, a KBIS loyalty leader, brought new, fresh, inspired designs and concepts to the KBIS floor in Las Vegas. The centerpiece of the ROHL booth was the ROHL® Water Appliance™ stage where Chef Ludo Lefebvre, a James Beard Award nominee and owner of three award-winning Los Angeles restaurants, demonstrated the importance of having a multi-functional sink/faucet combination. The ROHL Luxury Stainless RGK Sink, featuring functional accessories like cutting boards, graters, and integrated containers, with complementary Architectural PRO Pull-Down Faucet highlighted the importance of efficiency in the kitchen/prep area.

A new working shower display, accented with the new ROHL Decorative Shower Drains, as well as a new Shaws Laundry Sink, and the uniquely crafted Perrin & Rowe® Deco Tub Filler were also introduced at the show.

The House of ROHL™ will be present, with expanded collections, at KBIS 2017 in Orlando, Florida, January 10-12.

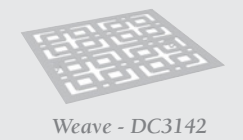
## Product Highlights



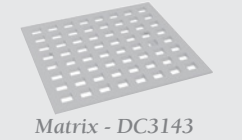
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### ROHL Perrin & Rowe® Deco Exposed Floor-Mounted Tub Filler with Handshower

Uniquely crafted to show the intricate shapes of the Deco design movement, Exposed Floor Mounted Tub Filler with Handshower is the crown of the Perrin & Rowe® Deco Collection.



Weave - DC3142



Matrix - DC3143



Mosaic - DC3144



Petal - DC3146

### Decorative Shower Drain Covers

ROHL Decorative Drains bring a glamorous finish to the spa shower. Offered in four styles and fitted with a specially designed hair trap, these drains are beautifully hardworking.



R1050BD

### ROHL Universal 1/2” Thermostatic/Diverter Control Rough Valve

Specifically designed to accommodate most ROHL Collections, this ROHL 1/2” Thermostatic Valve makes early decision making a breeze.