

# NEW MILESTONE FOR THE ROHL LLC AUTHORIZED SHOWROOM PROGRAM



Lou Rohl

One of ROHL's brand strengths and continued commitment to you our showroom partners has been our luxury showroom display program. Comprised of furniture grade, hand finished, and stained display boxes customized to your individual showroom requirements the ROHL luxury display program adds value to your business reinforcing the ROHL brand and your showroom experience.

ROHL's display concept is one that reinforces the authentic luxury of our products. New for 2008 is our Authorized Showroom Program, which allows our partners the ability to create a true luxury shopping experience that the consumer, your customers are seeking. As the affluent consumer is driven to your showroom through our multi-million dollar marketing program, their expectation will be to touch and feel the complete ROHL Collection.

Participating in our new Authorized Showroom Program offers many benefits such as:

1. Luxury display boxes and signage.
2. A Showroom listing on our web site www.rohhome.com, which features over

- 17,000 searches per month of consumers looking specifically for ROHL displaying showrooms.
3. The exclusive ability to check our multi-million dollar inventory on our secure, password protected Dealer Extranet any time of the day.
4. In-depth showroom consultant training at our corporate office in Southern California.
5. Priority support from our Award Winning Customer Service Department.
6. Free access to our quality Literature and Product Binders.
7. Targeted follow-up from our National Public Relations Program.
8. Nationwide awareness of the ROHL brand through our National Advertising Campaign, Consumer and Trade Magazines, which reaches over 32 million readers every year.

Only ROHL Authorized Showrooms can provide the luxury shopping experience that your affluent consumer expects.

I hope that the above listed benefits have peaked your interest to participate in our exciting new ROHL Authorized Showroom Program. Please contact your local ROHL Sales Representative for additional information.

*Lou Rohl*



## HOW TO MIX TOWN AND COUNTRY IN ONE SALE



Mark Rohl

So many consumers today are interested in the clean sophisticated lines that are apparent in ROHL's Modern Collection or Michael Berman Collection as well as the curvy, elegant lines of ROHL's Perrin & Rowe or Country Collections. But not

all consumers know that they can have both in their home. How do you help consumers understand that the downstairs powder room can be adorned in a "Country" feel with the Perrin & Rowe 3-Hole Traditional Widespread Lavatory Faucet with Lever Handles (U.3720L). While, in the bar area, the LS53L is used as

the Bar Faucet, the perfect complement to the "Town" modern kitchen faucet, the LS57L.

Understanding what the client wants visually, combined with the client's everyday needs is the first place to start. Showing a selection of products with this understanding will help narrow down the field. From here, you will be able to hone in on the appropriate styling and mix of the uptown sophistication with the more elaborate styling of urban chic.

Consumers want to understand how they can make their home unique to their own style. By using both town and country faucets and fixtures throughout the house, they are able to create that special look.

*Mark Rohl*



## ANTICO BRASS FINISH CARE AND MAINTENANCE



Jake Smith

ROHL is offering a new finish - Antico Brass. This is a warranted finish that evokes a mood of Old World charm. The Antico Brass finish is achieved by taking Tuscan Brass and brushing it to leave darker accents in the crevasses. Then a clear coat is applied to the surface to lock in the beauty of the finish permanently. Antico Brass is a warranted finish.

The care of all ROHL finishes is easy and effortless. After each use, wipe the fixture down to remove any excess water. Wiping it

down will prevent water spotting and mineral build-up. Use only soft liquid soap and water to clean the surface. To clean any gaps, use a soft brush. Avoid any products that have ammonia, alcohol or bleach such as Windex, 409 or Fantastik. These products can damage the finish leaving black or white spots.

NEVER use any type of harsh abrasive such as Sofiscrub, Comet, Ajax or Bon Ami.

Do not use Simichrome on Antico Brass. I do recommend wax like Bruno's Faucet and Fixture Wax, Gagnon's SX or Flitz Wax. This will bead water away from the finish and prevent mineral build-up.

## A "TOWN AND COUNTRY" DESIGNER



Kathleen Navarra

Kathleen Navarra of Navarra Design has built a successful business around "tradition with a twist of contemporary and lots of color." Navarra began working in the design field 20 years ago. She has owned and operated her own firm for the past 14 years, designing residential and commercial spaces with 80% in the remodeling sector. Her market is principally the San Francisco Bay Area, but travels to New York City every month where she is actively expanding her clientele to include Manhattan, Connecticut and Westchester County. Even her business model is a perfect platform for the Town & Country design trend.

Navarra specs ROHL on every job because of the breadth of product line that is offered. The classic and clean lines of ROHL Modern and Michael Berman Trans-Modern and the traditional lines of Perrin & Rowe, Country, and Cisal Classic Bath, offer Navarra's clients the best of both worlds. For Navarra, who

designs a lot of transitional spaces, ROHL is an ideal choice. She is the ideal "town and country" designer using a mix of ROHL traditional and contemporary products in a range of urban and country venues.

Design and function are what Navarra's clients are interested in, making ROHL an attractive choice. Navarra says her clients want bathroom "jewelry." The ROHL Country Bath Collection with Swarovski crystals and the Perrin & Rowe Bridge Faucets are among her favorites for achieving a precious look. They suit the country look that the larger, old world estates are emulating. At the same time, a city townhouse or loft space in Manhattan begs for the contemporary pieces in the ROHL Modern and Wave lines.

Kathleen appreciates the versatility of the ROHL assortment, but cherishes the authenticity that comes with each. Whether designing for the town or the country she knows she can count on ROHL for the service and selection to create exactly the right space – of course, accented with lots of color.

### FUN ELEMENT QUESTION:

Be the 50th person to answer the following question correctly in order to win a Perrin & Rowe wine stopper. It looks just like their cross handle but works in wine and champagne bottles. Email your answers to Tracy Mills at tracym@rohhome.com by June 20th, 2008.

**After cleaning, what type of wax does ROHL recommend on our new Antico Brass finish?**

### WINNER OF THE LAST FUN ELEMENT QUESTION:

**What is the exact temperature that fireclay is fired?**

2264 degrees

Emelio Lopez of Farrey's, Coconut Grove Florida was the 20th person to respond correctly to the Fun Element Question in the last newsletter and won a Shaw's mini sink. "This is the first time I've ever won something!"

## ARE YOU TOWN? COUNTRY? BOTH?

Whether your style reflects uptown sophistication or leans toward relaxed country gentility, a selection or two from this issue's featured products will surely take you home. Discover Town & Country exclusively from ROHL.

### WAVE Single Lever Deck Mounted



#### Lavatory Faucet (WA652L)

Take your sink way into the 21st Century with this ultra-contemporary faucet that has city sleek written all over it. Single lever control makes for smooth, easy, single-hand operation.

### Country Bath 4-Hole Deck Mount C-Spout Tub Filler (A1464LP)

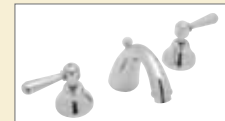
Bathe in relaxing country comfort with this complete tub filler set, including handshower.



Shown in Antico Brass finish with porcelain accents that offer lots of country charm.

### Verona C-Spout Widespread Lavatory Faucet (A2707LM)

Named for the lovely town in Italy best known as the home of Romeo and Juliet, ROHL introduces the Verona series, the perfect option for the second and third baths. Charmingly designed and priced, this widespread lavatory faucet was created to allow consumers the option to purchase a "ROHL whole house" package without investing at the same level in every space. The Verona C-Spout Lavatory Faucet is a simple, stylish solution.



### Triflow Faucet (U.1570LS)

Featured here in classic country styling, its function is as impressive as its form. That's because this faucet features Triflow Technology, patented by Perrin & Rowe®. It's the world's first three-way system that provides filtered water at a finger's touch. For a style that's all about Town, contemporary model #U.1213LS is the answer.



# TOWN AND COUNTRY



A1908LM



Contemporary faucet stands out in the super sleek professional grade kitchen. The Town & Country trend gives homeowners the creativity and possibility of having a home that's both contemporary and classic all under one roof.



WA651L



Getting the best of both worlds is not impossible these days, especially when it comes to home decorating and remodeling. Many consumers who live in urban areas gravitate naturally to the subtle sophistication of an 'uptown' look but still want to maintain the relaxed feeling that goes hand and hand with ROHL's classic Edwardian, Georgian or Country looks. ROHL has perfected this combination style for today's homeowners, offering both highly contemporary and more classically country faucets and fixtures. Truly, it is the best of both worlds—Town & Country.

The Town & Country trend is a mix of uptown elegance blended with a relaxed rural feel. Imagine a New York City brownstone ripe with rustic sensibilities or a classic farmhouse that projects a more urban sophistication. The trend is also apparent in a home that embraces both sensibilities, varying styles from room to room. Imagine the golden patina of ROHL's Antico Brass finish on a traditional tub filler in the master bath, while downstairs, the ROHL Triflow

# ROHL CALL

Authentic Luxury for Kitchen and Bath™

VOLUME VI – ISSUE II

## SELLING AND SERVICING “FUNCTIONAL ART”

George Morlan Plumbing understands that the decorative plumbing and hardware business has come a long way since opening their first location in 1927. Today their role is not just to sell and service functional plumbing fixtures. Instead they are promoting “functional art.”

Dave Bloom, a 15 year veteran of the George Morlan team, has witnessed great changes in the product offerings, budgets and range of manufacturers in the past 10 years. “As recently as a decade ago a typical plumbing and fixture

budget might have been \$5,000. Today it's not unusual to see the same type of projects with \$50,000 decorative plumbing and fixture packages. Designers and custom builders are seeing beautiful products with outstanding functional benefits and are specifying them.” Dave knows that ROHL is one of the few companies that understand this need to satisfy art and functional requirements. “ROHL has the right products. They are, like artists, not trying to be everything. They focus on offering just beautiful faucetry that works.”

This respect for the “art” metaphor even extends to the George Morlan showroom. “Plumbing” artwork in the styles of Dali, Dale Chihuly glass and Andy Warhol have been commissioned specifically for the space. A bistro bar and lounge area creates a sort of “salon” for customers to relax and ponder selections and work through project drawings. “The ROHL products are a perfect complement to our showroom. We like to be different and ROHL products are as well.”



Ken Rohl

## INNOVATION

What will make the difference during a declining market, between those that shrink and perhaps

disappear and those that gain market share and dominate specifier and consumer investments? INNOVATION!

Innovation is defined as the introduction of something new; a new idea, method, or style, something fresh, stimulating. At ROHL we are consumed with the opportunity to reinvent ourselves during this next cycle. FRESH is our new byword. At KBIS we introduced Antico Brass, Palladian, Triflow faucets and filters, Wave, Modern, Georgian and Verona new products, a new display concept for Modern products, and an even more selective distribution incentive. The Authorized Showroom Program. Booth S4070 was the action center for KBIS.

Through any kind of market, what are you doing to attract the high potential buyer? We all have choices – hunker down and hope

to survive or invest, reach out, freshen up, add new product, upgrade sales talent and leadership, and basically revitalize yourself. What is the R.O.I. on non-brand wannabees? So they're free! How long has it been since you've upgraded your selling and management skills? In a down market you have time to work on your skills, venture out of your showrooms to farm interior designer, architect and custom builder prospects.

Last, a word about Sustainability. Specifiers are increasingly sensitive to environmentally friendly products. Our Allia and Shaws “stainless” fireclay sinks are biodegradable. In a word they can be recycled. Stainless steel sinks are like plastic bottles; they are not biodegradable and are not eco-friendly to landfills.

This year ROHL celebrates its 25th Anniversary serving the kitchen and bath industry. The ROHL boys are a quarter of a century old and excited as hell about the next 25!

Ken Rohl

## TABLE OF CONTENTS

**Selling and Servicing “Functional Art”**

**Innovation**

**ROHL LLC Authorized Showroom Program**

**How to Mix Town & Country in One Sale**

**Antico Brass Finish Care and Maintenance**

**Are You Town? Country? Both? A Town and Country Designer Fun Element Question**

**Trend: Town and Country**

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

Authentic Luxury for Kitchen and Bath™  
**ROHL**