

# TREND: OLD WORLD HERITAGE



Old World Heritage is timeless design that takes its inspiration from times gone by. This look continues today as homeowners and designers search for looks and finishes that evoke memories of a period when home fashions were handcrafted, slowly and meticulously. In the kitchen and bath this trend is especially sought after. Not only do these spaces continue to be wonderful showcases for elegant details, but they are the rooms where

authentically crafted products are critical. Heavy use and functional requirements demand that Old World inspiration be executed flawlessly.

The ROHL Perrin & Rowe Collection is the perfect example of a faucet and fixture line that takes its inspiration directly from a time in Great Britain's history rich with architectural styles. The softly rounded, sophisticated lines of the Edwardian period as well as the stately,

uniform and symmetrical designs of the Georgian Era are both incorporated into these offerings. Farm sinks, like the ROHL Shaws Original, once thought of as strictly "back room functional," are now used as the centerpiece for many an upscale kitchen, whether suburban or urban.

But Old World Heritage is not limited only to British influences. The 'Old World Heritage' trend incorporates fine design from many European venues, including France and Italy. The ROHL Cisal Collection and ROHL Country Collection are influenced by old French country manors and charming villas of Northern Italian villages. Add a touch of crystal and one can virtually feel a piece of Versailles come to life.

What was old is new, chic and coveted by the most stylish homeowners today. Each ROHL Collection represents elegant aesthetics coupled with proven functionality that can be incorporated into the most modern or classic of homes and all with just a hint of Old World aristocracy for good measure and good looks. Shaws Sink RC3918 White and Country Kitchen Wall Mounted A1456X shown in Satin Nickel.

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VOLUME VI – ISSUE I

## A TRADITION OF EXCELLENCE DECORATIVE PLUMBING DISTRIBUTORS

### Do what you know, really, really well.

"Working with ROHL is like working with friends," said Eric Locke, Owner and President of Decorative Plumbing Distributors. "The Rohl family and I go way back. We both value the importance of building a business based on solid traditions and sticking to what we do well. ROHL understands, as do I, that reliability and consistency are the foundations of a healthy business."

Eric and Charleen Locke have been running DPD for eleven years. Before he opened DPD, Eric worked with KWC where he first got connected with the Rohls. Eric saw an opportunity to fill a distribution niche that was and is a perfect complement to the ROHL business model. With a 46,000 square foot warehouse in Northern California and a second warehouse facility in Southern California, DPD inventories a number of lines to service over 1,000 smaller kitchen & bath showrooms

and plumbing supply dealers nationwide. A combination of five trucks and UPS offers DPD the shipping flexibility their customers need. Working closely with ROHL representatives, the DPD sales organization is able to service smaller showrooms while not competing directly with ROHL as a supplier. It's a perfect match.

DPD is an excellent example of a value added distributor. They offer display and training programs, special promotional packages, online dealer order access programs as well as basic and advanced plumbing training classes. They host manufacturer specific seminars every quarter. Eric's philosophy is to know your products well and be sure your customers know you and what you offer. He likes to say "we do plumbing." He doesn't do commodity products. He doesn't do shower enclosures. What he does is offer the best options in the decorative plumbing and fixture category and that's it.

Like ROHL, DPD respects the importance



of marketing. "ROHL is a marketing company. Especially of late, the brand is growing in awareness. Their customer service is excellent. The product lines are outstanding, particularly the traditional items. ROHL does traditional like no one else." Eric suggests that because of this and the work his organization does, DPD sells more ROHL than any other faucet line. He also values the fact that ROHL offers a complete line of fine products.

Keeping solid traditions alive, knowing what you know and building on excellent relationships are the underlying principles that guide DPD. They are the same for ROHL. It's no wonder that both have built a tradition of excellence.

## OLD WORLD HERITAGE



Ken Rohl

Every time I head to Europe I am excited by the prospect of uncovering yet another design or product that will resonate with the American market and particularly our customers. Much of our success is the result of studying what products of an earlier time can be adapted to the functional and style wants of contemporary America. I've been inspired as often by the decorating in a Paris apartment as a villa by the sea or a mountain retreat in the Dolomites. Certainly another bi-product of my travels has been the associations and inspirations with and from people who truly represent the heritage of their communities and have stories that have evolved them into what they are today.

Our original Allia fireclay sink was inspired by a Euro-styled kitchen sink, which for 40 years had functioned in a Paris apartment now belonging to the Le Jemtel family. Amazing how far we've come with fireclay sinks. Similarly, our Original Shaws sink and Perrin & Rowe kitchen faucet were first seen in the painting of a Cotswold kitchen by Armon

Gasperian, noted impressionistic artist and personal friend. In the Piedmonte area of Italy from which our ROHL Country, Cisal and Shower Collections emanate, the "bell shaped" escutcheons are reproductions of bells made for churches. Pre-20th Century, Lago d'Orta was the capitol of bell making for all of Europe. When building churches and bell making fell by the wayside, the townsfolk didn't leave, they reinvented themselves into the "Village of Faucets." To me this is the perfect description of Old World Heritage. It is also the perfect description of what ROHL products stand for – time honored tradition and the making of quality products in authentic ways using the best materials available.

Old World Heritage is not a design trend. It is the provenance of ROHL. An investment in ROHL fixtures is more than just an investment in a particular faucet or sink - it is an investment in the preservation of craftsmanship and materials that others simply choose not to offer. You owe it to your customers to make these stories part of every ROHL product presentation.

Ken Rohl

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## NEWS SECTION



Greg Rohl

I don't know if you've recently checked out the NEWS section on our website, [www.rohlhome.com](http://www.rohlhome.com), but if you haven't – I suggest you do. This section includes valuable information that will not only make it easier for you to work with ROHL but to sell more successfully.

You will find Happenings involving anything from Ken's Jade Award to a piece on Michael Berman's stint as a guest judge on Top Design to a recent showroom grand opening. Featured in our Events section is a list of trade shows and dates that involve ROHL. Another favorite is the electronic version of our Newsletter ROHLCall (just in case you need to reference a previous issue). Consumers really appreciate the Recent Advertising link which comes in handy when meeting with a showroom consultant; especially when someone can't remember the magazine where they saw ROHL. Our Press Room contains the latest ROHL press releases sent out to the media. And if you need some inspiration, be sure to visit the Reading Room for some suggested books to get your creativity flowing!

We hope this glance into our website's NEWS section gives you more insight as to who we are at ROHL.

*Greg Rohl*

### FUN ELEMENT QUESTION:



RC3719, U.4791L with Unions U.6793

Be the 20th person to answer the following question correctly in order to win a Shaws Mini Sink, which is perfect for holding business cards on your

desk. Email your answers to Tracy Mills at [tracym@rohlhome.com](mailto:tracym@rohlhome.com) by Sept. 30th, 2007.

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

### WINNER OF THE LAST FUN ELEMENT QUESTION:

**Where are ROHL's Luxury Soap Dispensers with the One Touch™ System manufactured?**

**ANSWER: SWITZERLAND**

Jon Brown was the 25th person to respond correctly to the Fun Element Question in the last newsletter and won a Country 8-Jet Adjustable Showerhead from ROHL. Brown has been in the kitchen and bath industry for eight years and has just surpassed his 5th anniversary with Standards of Excellence.

## HGTV.com AT KBIS



Lou Rohl

For a second consecutive year, ROHL was chosen by HGTV to be featured in their Kitchen & Bath Show coverage. HGTV selected six areas of interest for me to discuss - Vintage Accessories, Oversize Sinks,

Country Kitchens, Unique Showerheads, Spa Showers and Contemporary Showers. Using ROHL products, I illustrated the various design and functional trends designers and homeowners are searching out for their baths and kitchens.

Country kitchens with the look of Old World English cottages and French farmhouses continue to be important to American homeowners. ROHL offers the perfect solutions to create these looks – authentically. For this segment, I discussed a ROHL Shaws Original 36" Apron Front Sink (RC3618). These sinks, hand-crafted in the same small English village, using the same methods for over 100 years, not only look perfect in an English Country Kitchen but outperform other lesser substitutes. Available in a number of configurations, we were able to show the flexibility that an oversize sink can offer.

The ROHL Perrin & Rowe Traditional Bridge Faucet with Sidespray (U.4755X) was paired with the featured Shaws sink, further reinforcing the ability to design authentically reinvented country kitchens. These Perrin & Rowe fixtures are direct descendants of

the Edwardian Era, made from hand-crafted prototypes that have been produced in the same elegant tradition for hundreds of years.

Next, I had the pleasure of speaking to the ongoing desire of homeowners to recreate luxurious spa experiences. Often the dream to "bring their spa experience home" comes as a result of traveling to special boutique hotels. The ROHL Ocean4 Four-Function Showerhead (I00180) was chosen as the perfect choice to replicate the variety of spa spray options including Rainfall, Spray, Massage or Mist.

While many homeowners still enjoy Old World traditional kitchens, the Modern Bath continues to be important as well. HGTV was excited by our newest contemporary shower called the ROHL Wave Shower Panel (WA500). Modern and sleek, the resulting look and function is nothing short of sensational. We discussed the design, influenced by the sea and waves in its form and function, the showerhead creates a generous stream water-flow. We reviewed the cutting edge technology, which offers precise water delivery and thermostatic controls.

We look forward to seeing the final result of the HGTV segment. Once the broadcast schedule has been finalized, we'll be sure to let you know. We thank HGTV for recognizing ROHL as one of a small group of kitchen and bath companies offering the kinds of products homeowners and designers love.

*Lou Rohl*

## NINA'S KITCHEN, BATH & HARDWARE



Nina Sharafi

"Old World inspired design is my business. This market is filled with elegant Tuscan and Mediterranean architecture – new and old begging for the styles and

finishes offered by ROHL," said Nina Sharafi of Nina's Kitchen, Bath & Hardware in West Los Angeles. "It's this desire for aged looks that most of my clients crave. Carrying ROHL makes it easy to deliver on their dreams."

Nina Sharafi has been in the decorative plumbing business for over 17 years, three of which have been as a sole proprietor. Given her location, Nina's clientele is not surprisingly, quite a special lot. Her average sale is around \$15-\$20,000 on decorative plumbing and

hardware alone. Serving many monied Hollywood actors, movie moguls and sports mavens, Nina finds that these customers are looking to recreate places they have visited or worked. Many are enamored with the charm and history of Europe.

When ROHL decided to move forward with a new antique finish, Nina was thrilled. She was honored to be consulted by ROHL as the finish was being developed. Nina has found that ROHL, more than most, values input from their customers.

Nina's approach to business carries an "Old World" feeling, too. Loyalty and trust as well as honoring promises are values that mimic those of the makers of ROHL authentic luxury products. These time-honored traditions are part of what is cherished when recreating Old World inspired spaces.

For Nina Sharafi and ROHL, Old World Heritage is more than a design influence - it's a way of doing business.

## MARKETING HIGHLIGHTS

### Ken Rohl, Winner of Deco Award

Ken Rohl was awarded the National Kitchen and Bath Association's (NKBA) 2007 Deco Award. The award recognizes an outstanding individual in the kitchen and bath industry who has helped to transform the industry in a positive way. The award honors the selfless actions of its recipients who have benefited NKBA and its surrounding communities. Ken was the perfect recipient!



### KBDN features ROHL's Shaws Video

ROHL launched the Shaws Original Fireclay Sink video on the online KBDN Video Network where the process of handcrafting this very special sink is demonstrated. See the history of Shaws manufacturing including the fireclay being poured into the mold, the artisan inspection and finally the artisan signing and packaging the sink for delivery.

You can view the video on our website at

[www.rohlhome.com](http://www.rohlhome.com) under the Kitchen/Shaws page. Just click on "Shaws Sinks Video."



**ROHL Chosen as One of House & Garden's Designer's Best**  
ROHL has been chosen as one of House & Garden's Designer's Best

for 2007 in two categories: 'Kitchen Sinks, Faucets and Sets,' and 'Farm Sinks.' 20,000 A-list designers were polled from across the nation. 300 questions in 14 categories queried designers' favorites including places to shop, top design tips and products they know, love and trust.

ROHL was featured in the House & Garden Designer's Best March issue. Please visit the site below to learn more about the House & Garden Designer's Best 2007 survey.

<http://www.hgdesignersbest.com/>

Visit <http://www.explorehouseandgarden.com/0701/event12.cfm> and see the other things that House & Garden is doing for ROHL.



Jake Smith

## STEPS FOR A FIRST TIME SHOWER BUYER

During the last three years of trainings at ROHL Headquarters, we have heard of a variety of ways to specify shower systems from experienced Showroom Consultants. The process of specifying a shower system can be tricky. In order to be successful, you really need to know your client. Some consumers know exactly what they want. Others may need to be lead through the maze of options. Here are some easy suggestions for drawing out what the ROHL consumer really wants in a shower system.

Stimulate Their Imagination: First-time clients often don't know the difference between a premium bath with a thermostatic valve and a secondary bath with fewer options. To stimulate the imagination, try showing the consumer the ROHL shower kits we have set up in the ROHL Price Book, such as the Country Bath AKIT36 found on page 114. This is a premium system with all of the options: showerhead, handshower and body sprays. Once the client learns the most popular options, they can then make an educated decision.

Take Function into Account: Many first time buyers don't know the spray pattern options available for showerheads and handshowers.

ROHL carries shower products with single-function and multi-function spray patterns.

Single-function shower roses, also known as rain heads, have a gentle rain pattern that deliver a lot of water, but without much force. Multi-function showerheads and handshowers, on the other hand, have a jetted action with adjustable spray, offering hard spray, massage, champagne spray and mist action options.

Three Tips from the Field: (1) Accompany an overhead shower rose with additional wall mount showerheads. This is a nice option for those who take daily showers but don't need to wash their hair daily. (2) Employ separate shower valves for his and hers showers. This is helpful for partners with different temperature needs. (3) For secondary showers without a tub, add a handspray. A popular shower package with handspray is the Country Collection AKIT30 on page 112 of the ROHL Price Book. For households with children or pets, this makes a secondary bath a versatile and workable custom shower.

If you have any technical questions about ROHL product, please email me at [jakes@rohlhome.com](mailto:jakes@rohlhome.com).

## PRODUCT HIGHLIGHTS

### Discover the old... that's new.

From the rolling English countryside to old Italy's vintage villages, these classics are crafted where they have been for centuries, in the traditions passed down through generations, updated only when functionality calls. Discover Authentic Old World Luxury for the bath.

### Country 8-Jet Showerhead (WI0123) with Shower Arm (1440/6)



This showerhead includes eight easily adjustable spray nozzles that combine functional excellence and traditional design. Shown with the

Country 8-Jet Showerhead is the 6 1/2" Wall Mount Shower Arm (1440/6).

### Ocean4 Showerhead (I00180) with Shower Arm (1140/5)

Classic elegance comes in four different water delivery methods - Cascade, Massage, Wide Rain and Chapagne - with this spa-like Ocean4 Showerhead, shown with a 6" Shower Arm (1140/5). To complete the spa experience, bodysprays and handshowers are available to match.



### Country Bath Hex Spout Widespread with Hex Lever Handles and Pop-Up

(A1808LH) The Widespread Hex Spout with Pop-Up from ROHL Country has metal hex lever handles and a polished, angular, Old World look.



**Undermount Oval Brass Lavatory Sink (CPS248)**  
This new Oval Undermount

Lavatory Sink is handcrafted in Tuscany of solid brass.

### Hands Free Single Hole Hex Spout Lavatory Faucet (A8800)



The traditional looking battery operated Hands Free Faucet adds functionality to your bath, conserving water and keeping germs at a

minimum. The temperature can be pre-set for children. Available late Fall 2007.