

ARISTOCLECTIC

Fascination with stately lifestyles of the past is an important design influence – a clear definition between truly authentic, luxurious products and those that are more functionally driven.

When thinking of this look, old stately homes of the late 19th century come to mind. They are often found in the Hamptons on Long Island; Hollywood, California; Newport, Rhode Island and Palm Beach, Florida. This style embodies the popularity of a grand lifestyle long gone, but still remembered. We call the look “Aristoclectic.” With a dash of aristocracy and a bit of eclecticism, it exudes feelings and memories of a home that has been passed down through generations and is an example of beautiful, faded elegance.

Whether the home is truly a passed down family gem, or newly constructed to imitate a manor style, the mixing of old formal tradition with new innovative styling and a mimicking of luxuries from days past is prevalent.

Back are grand receiving and dining rooms for entertaining. Kitchens are large, suited for multiple cooks, able to handle caterers, as well as the primary home chef. Butler’s pantries, large professionally inspired appliances, built in

amenities and extra fixtures like pot fillers and multiple sinks are the norm in these Aristoclectic spaces.

Aristoclectic baths are large as well. Often they combine the sophisticated elegance of crisp white subway tile and gorgeous Georgian and Edwardian influenced fixtures, baths, sinks and the like. Multiple showerheads, done in classic finishes and styles, coupled with unfitted towel cabinets and heated towel bars are often standard elements.

ROHL products, especially those from the ROHL Country Collection, are perfect complements to the “Aristoclectic” trend. An Aristoclectic kitchen featuring a highly crafted Country Collection Wall-Mounted Bridge Faucet with Cross Handles (A1456X) in satin nickel poised against a subway tile backsplash and a Shaws Original fireclay farmhouse fluted apron sink (RC3918) in a double bowl style in classic white is a perfect setting for that authentic, old Hollywood home.

In the bath, for a true “Aristoclectic” look, nothing says refined elegance like Perrin & Rowe™. A combination of tradition, refinement and quality brings a complete elegance to the bath unlike other products in the industry, like the ROHL



Perrin & Rowe Exposed Deck Mounted Tub Filler with Handshower in Porcelain Lever Handles (U.3500L/1) paired with a ROHL White Cast Iron Footed Bathtub (RT7032WH). The ROHL Perrin & Rowe 3-Hole Traditional Country Spout Widespread Faucet with Porcelain Lever Handles (U.3720L) is the perfect complement for creating the Rolls Royce of baths, bridging the quality and character of Edwardian Era England with the endurance and unrivaled performance that today’s modern “Aristoclectic” homes crave.

ROHL CALL

Authentic Luxury for Kitchen and Bath™

VOLUME V – ISSUE III

WESTHEIMER PLUMBING & HARDWARE AUTHENTICITY BEGINS WITH KNOW-HOW



Cheryl Carpenter
Vice President

“At Westheimer Plumbing & Hardware, Sales Professionals are valued more highly than most everything else in our organization,” said Cheryl Carpenter, Vice President. “It’s our knowledgeable, insightful people who make the difference.” Carpenter emphasizes that training, training and more training is a must for any good Sales Professional, but especially in the complicated category of decorative plumbing. “Being able to consult, recommend the best options and truly know what is behind making the product is critical. Our builders, influencers and their customers count on us to know every detail. For us that’s the real deal. That’s authenticity,” said Carpenter.

Much like the products offered by ROHL,

Carpenter’s philosophy is to work with the very best, investing in the relationships and developing a loyalty and trust that cannot be bought. Her approach mirrors the ROHL model. Authentic products, sold through expert showrooms with the know-how to service their customers are how ROHL has worked for close to 25 years. In addition to the two Westheimer Plumbing & Hardware Showrooms, Carpenter also runs a commercial division that focuses on luxury high rises and hospitality. “When Westheimer was approached about taking on the ROHL line, we found we had more in common than just the plumbing industry. Our values and commitment to excellence, at all levels, made us a great fit,” said Lou Rohl, Chief Operating Officer, ROHL.

Carpenter touts ROHL programs like the three day training at ROHL California headquarters as invaluable. Even her veteran Sales Professionals



appreciate the opportunity for a refresher. She says that the Decorative Plumbing and Hardware Association Conference and the Kitchen and Bath Industry Show are also great venues for learning – seminars and the exhibit floors offer strong opportunities to support the information gathered at sales meetings and from company literature. She sends people to a variety of industry programs, but she also knows that it is their willingness to make the business a part of their DNA that makes her Sales Professionals so successful. “Our people love this business. They are constantly reading, out on job sites, scoping out new products. You can’t buy that kind of know-how. It is part of their souls and it’s that commitment that benefits ROHL and our customers everyday,” said Carpenter.

AUTHENTICITY – A ROHL PROMISE



Ken Rohl

On a recent trip to Europe visiting Shaws, Perrin & Rowe™ and Allia I took the opportunity to explore some non-plumbing 18th and 19th century English, Irish and French mills still producing authentic reproductions of their ancestor’s wares. It is enchanting to see and be in the presence of an exquisite piece of Spode porcelain from Stoke-on-Trent, England and an Avoca wool throw woven in an Arklow, Ireland factory dating back to 1723. A special value is attached to owning something, which has a heritage and genuineness associated with the original, particularly if you’re lucky enough to step in the footprints of those that authored what still can be obtained 150 to 300 years later.

One of our primary goals at ROHL is to “bring the experience of authentic luxury” in bath and

kitchen faucets and fixtures into your showrooms in the form of products with a heritage and the story behind the people, artisans and locations from which they are manufactured. 21st century consumers are not buying just our products and services. They are also buying the memories of “what has come before.” They wish to integrate into their homes pieces that are timeless or provide a sensual connection to something that not everyone can possess.

As a Showroom Sales Consultant operating in the 21st century you are obligated to embrace the story behind the ROHL products you display. Your customer wants to invest in authenticity and the genuine article. Our factories and the artisan families behind them have lived and worked in places like Darwen, Limoges and Wolverhampton since faucets and fixtures began being made in those regions. Make sure their story becomes part of the gift of knowledge and experience you share with your clients.

Ken Rohl

HURRY FOR YOUR CHANCE TO WIN!

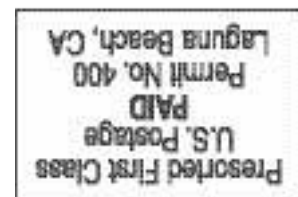
Be the 25th person to answer the question correctly and win ROHL’s Country 8-Jet Adjustable Showerhead in the finish of your choice (W10123). Email your answers to Tracy Mills at tracym@rohlhome.com by February 28th.

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

TABLE OF CONTENTS

1. Westheimer Plumbing Authenticity - A ROHL Promise
2. Jake’s Corner ROHL Website Updates Product Highlights
3. Kips Bay Designer Tours DPHA Rep Group Of The Year House & Garden Showhouse A Word From Mark Rohl
4. Aristoclectic

www.rohlhome.com
800-777-9762
Irvine, California 92618
3 Parker
Authentic Luxury for Kitchen and Bath™
ROHL



JAKE'S CORNER: AUTHENTICITY



Jake Smith

FIRECLAY SINK MAINTENANCE

ROHL is known for their authentic fireclay sinks, perfect for kitchens, prep areas and bars. Whether your client chooses the authentic, artistically handcrafted Shaws

surface, that won't chip, stain, scratch or ding. ROHL's fireclay sinks are a prime example of the kind of integrity, history and provenance that are exemplified in truly authentic and luxurious products.

Here are four maintenance points about ROHL's fireclay sinks:

1. We recommend using a sponge or cloth and a mild abrasive. The surface is fired at 2,264 degrees Fahrenheit, is alkali and acid resistant as well as chip and scratch resistant. Daily cleaning with harsh abrasives or abrasive pads will not harm the surface, but they are unnecessary under normal conditions.

2. The ROHL Shaws Collection features authentic designs from 1897. Each sink is made with a flat bottom. To avoid water spotting, wipe down the sink after use. In addition, waxing the bottom will encourage draining.



3. On the rare occasion that a metal pot or pan leaves a mark on the surface of the sink, we recommend *Astonish Cleaner* to remove marks.

4. To protect fireclay sinks from the unusual drop of pans, our most popular sink designs feature wire sink grids that will guard against damage. We offer ROHL Sink Grids in stainless steel, white vinyl and biscuit vinyl.

KIPS BAY DESIGNER TOURS

ROHL was one of a handful of prestigious sponsors of the Uptown and Downtown Kips Bay Designer Tours. The tours offered consumers the opportunity to see the personal living spaces of the same designers who created rooms in the internationally known Kips Bay Decorator Showhouse in Manhattan. A few of the designers who opened their homes were Campion Platt, Kenneth Alpert and Victoria Imperioli. As part of our commitment to the program, ROHL created an invitation for attending consumers to participate in a Luxury Shower Package Sweepstakes offering the opportunity to win the Luxury Shower package. Tickets for the tours sold for \$150 and benefit the Kips Bay Boys and Girls Club of New York, which has played a critical role in shaping the lives of disadvantaged children throughout the New York metropolitan area since 1915.

THE HOUSE & GARDEN SHOWHOUSE



MB1928LM

The House & Garden Showhouse Opening Gala was held in Bridgehampton, New York. ROHL contributed products for 2 of the 11 bathrooms in the \$25 million showhouse. The powder room featured a Michael Berman Zephyr Faucet with Cross Handles (MB1929XM) with an oval Shaws Undermount Sink (RO1915). The full bath, off of the guest bedroom, incorporated a Michael Berman 8-Jet Adjustable Showerhead (W10121) and a Michael Berman Gotham Faucet (MB1928LM) with an Allia Self Rimming Lav Sink with an 8" spread (1599-00). Dennis Rolland, Barclay Butera and Eric Cohler were just a few of the Interior Designers who designed rooms in the house. The home attracted over 15,000 visitors who paid \$30

for tickets. The proceeds from the house tours and opening gala benefited the Southampton Hospital. The home featured a theatre, gymnasium, flower room, 4,000 bottle wine cellar, multiple kitchens and 8 bedrooms.



Greg Rohl

ROHL WEBSITE UPDATES

The Internet continues to be one of our most important tools. Keeping our website fresh and easy to navigate is a key to your success as well as ours. We have recently modified our search capability combining product category, keyword and/or model number for easier searches. Users can now view an image, a specification or the entire collection. The product pages have been updated to incorporate product images and a slide show featuring ROHL lifestyle shots. We have also added a Product Brochure link, making it easy to view, print or download a PDF version of our brochures.

Since the Michael Berman Showroom Locator has been so well received, we have added a Perrin & Rowe™ Showroom Locator. Also recently added is the ROHL Modern Kitchen section. It is now possible to view all of ROHL's Modern Kitchen and Bar Faucets. Be sure to take time to view the "News" section of the website as it is updated bi-monthly with events and press information.

Let us know how the site is working for you and your customers. In 2007, we will continue to refresh and develop aggressive marketing plans for the site. Your input is appreciated.

Greg Rohl

PRODUCT HIGHLIGHTS



◀ Luxury Soap Dispenser SD850P

From ROHL's Luxury Soap Dispenser Collection this freestanding dispenser is designed to complement ROHL's Perrin & Rowe™ and Country Collections. The clog free technology and the One Touch™ System create a luxurious experience with a touch of the hand.



▶ Michael Berman Tub Filler MB1935

Michael Berman's Collection from ROHL includes this Zephyr Spout Tub Filler with Handshower featuring a high fixed spout with an 8" reach. This tub filler, like all of the Michael Berman Collection from ROHL, has been influenced by the 1920's, 1930's and 1940's offering a streamlined trans-modern look for the bath.

▶ Allia Sink for the Kitchen or Laundry Room 6347 ▶

Allia's Undermount Fireclay Sink from ROHL features a single 10" deep bowl that brings durability to either the kitchen or the laundry room. Allia Sinks are made with the same clay that is used to create Limoges ceramic ware.



▶ Fireclay Sink RC4019

Introduced in 1897, Shaws Fireclay Sinks from ROHL are authentically crafted using the same time-honored traditions. This model has a double basin with a 9" deep "bowl-and-a-half" overflow. Like all of the Shaws Sinks from ROHL, these items are still hand poured, shaped and stamped with the name of the artisan who created the piece.

ROHL CONGRATULATES COOL LINES AS DPHA REP GROUP OF THE YEAR



At the fifth annual Decorative Plumbing and Hardware Association Conference in October, Charles Fishman and his son, Charlie Fishman, were very pleased to be awarded DPHA Rep Group of the Year. Charles began in the kitchen and bath industry 24 years ago, opening his own company in 2000 called Cool Lines USA. Shortly thereafter, son Charlie joined his father.

Charles and Charlie understand the kitchen and bath industry. Together this father and son duo have over 30 combined years in the industry and have built strong personal relationships that are key to any successful sales representative. Cool Lines handles 12 ROHL accounts with 20 ROHL locations covering Long Island and the five boroughs of New York City.

We at ROHL congratulate and thank them for their professionalism, loyalty and support.

WHAT MAKES A SHOWROOM CONSUMER AND SPECIFIER FRIENDLY



Mark Rohl

Creating a showroom environment that invites both the consumer and specifier to make buying decisions easily is one of the key ingredients of a friendly showroom. This can be accomplished in the following ways:

- A positive first impression made by a receptionist or consultant to welcome and explain the showroom configuration
- A clean, well organized showroom layout that allows clients to easily find what they need
- Product displays merchandised to allow customers to understand the range of products and visualize them in a lifestyle setting
- A knowledgeable showroom staff to assist in the decision making process, which gives the client peace of mind and confidence in the establishment
- Literature, point of purchase signage, technical information, finish samples and specification sheets that allow the client to complete the decision making process

ROHL has developed the following marketing programs to create and maintain an authentic ROHL showroom:

- Display programs using handcrafted wood displays that capture the original design of ROHL products
- Lifestyle displays providing an authentic setting
- Storyboards explaining the origins of ROHL products
- Professional literature, specification sheets, technical binders and our website www.rohlhome.com
- Sales Consultant trainings to learn the authentic story behind ROHL products
- Local Sales Representatives to train your sales staff and provide maintenance and upgrades to your ROHL displays

Consumers and specifiers expect a pleasurable and informative buying experience. Please contact your local ROHL Sales Representative or ROHL direct so we can assist you in making your showroom as friendly as possible.

Mark Rohl

ROHL
Authentic Luxury for Kitchen and Bath™