



A "live" vignette in a PIRCH showroom featuring ROHL product

## Bringing the ROHL® Water Appliance™ to Life



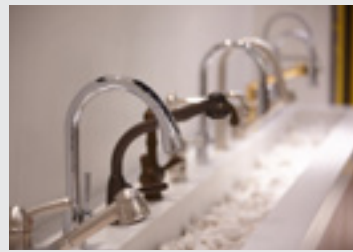
Danny Swaim

"At PIRCH, we believe that choosing what goes into your kitchen is a very personal undertaking," said Danny Swaim, VP of business development at PIRCH.

"How a product feels, how it looks, how it works — all of those things inform your decision," Swaim continued. "That's why virtually everything at PIRCH is activated, is live."

For Swaim, that's especially relevant as it pertains to the ROHL® Water Appliance™ Solutions. "We provide our guests with a unique, hi-touch experience in our ROHL

displays," explains Swaim. Combine that with a showroom space designed to evoke storytelling, and you've got the perfect venue for learning about the heritage and provenance of the ROHL product offerings," says Swaim.



ROHL faucets ready for customer interaction

PIRCH stores are focused on presenting appliances and plumbing fixtures not as products, but as tools that can inspire meaningful moments at home. "It's fascinating to watch people interact with ROHL," observes Swaim. "The way their products look, and feel, and behave epitomizes the PIRCH shopping experience — engaging, memorable, and joyful."



Ken Rohl

## The ROHL® Water Appliance™ – circa 1985

For over 40 years, the industry has overlooked and undersold the most used appliance in the kitchen. Kitchen sinks, faucets

and accessories have been sold as individual components instead of as a fully integrated, intentionally resolved "appliance" solution.

In my early days as a manufacturer of kitchen cabinets, stainless steel sinks and kitchen faucets, I sold individual plumbing accessories and cabinet packages. Pretty vanilla.



Style meets function in this ROHL® Water Appliance™

As we entered the 1980s, I was introducing the Pull-Out Kitchen Faucet and D-Bowl Stainless Steel Sink to the market. The "commercial stainless" steel look, along with high BTU burners and convection cooktops were garnering a significant portion of kitchen remodeling investments.

At California Kitchens in Burbank, California, Thursdays were set aside as consumer education days, providing users with a touch, feel and taste experience. Wanting equal face time, I conjured up a 10 minute demonstration on the design and functional use of the working kitchen sink. I used a 33"x 22" double bowl sink as my foundation and then accessorized it with a pull-out kitchen faucet, soap dispenser, instant hot or filter water

faucet, disposer button, cutting board, remote pop-up basket strainer, colander, drain board and dish rack. I named it the "Water Appliance" and dramatically demonstrated the many tasks performed at the most used appliance in the kitchen. Talk about fun in selling!

Demonstrating the many uses of the "water appliance" and the amount of time we spend there, it quickly became embarrassingly clear how little time kitchen designers were spending analyzing this particular highly functional area. The concept of the "Water Appliance" was born, becoming a memorable concept and profitable opportunity for my customers.

Fast forward to 2014-2015. Little had changed until now. This year ROHL

trademarked the "ROHL® Water Appliance™" and launched a campaign, bringing attention to optimizing the "water appliance" purchase, while also being conscientious about customizing the various "water appliance" work centers. At the same time, attention has been paid to ensure that a ROHL® Water Appliance™ sale will be a more profitable one than cooking and refrigeration appliances.

After all, 60% percent of our time in the kitchen is spent at the "Water Appliance." Giving this appliance the attention it deserves will deliver a profitable solution for you and a rewarding one for your customers.

*Ken Rohl*

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

The stunning ROHL Bridge Kitchen Faucet in Inca Brass is featured in "Socialite"



## Which is the best ROHL® Water Appliance™ to suit your lifestyle/life stage?



**Lou Rohl**  
– the functional center of the home. Understanding how we “live” in our kitchens is especially important.

Naturally, as cooking and entertaining are often the focal point of the space, appliances of all types are key to our productivity and success. And, as our lifestyles and life stages evolve, so do our appliance needs.

Few rooms in our home personify our lifestyle, or some may say life stage, more than the kitchen does. It serves as command central

With this in mind, one appliance getting renewed attention by kitchen designers is the water appliance. For some it’s a surprise to learn that up to 60% of our time in the kitchen is spent at the sink and faucet, also known as the “water appliance.” As a result, shifting paradigms are suggesting that designers, consumers and sales consultants alike rethink the priority of this appliance in the specification and purchasing process.

At ROHL, we have identified a number of lifestyles and life stages to help make the selection process a little easier, complete with lifestyle/ life stage names to remember them

by. So whether you’re a sophisticated *Socialite*, part of the *Modern Family*, enjoying the *Suburban Splendor*, an *Empty Nester*, a *Culinary Connoisseur*, the neighborhood *Grill Master* or just starting out as a single *Bachelor* or *Bachelorette*, the ROHL Collection of best in class faucets, sinks, filter/hot taps and accessories sourced from Great Britain, Western Europe, New Zealand and the USA can provide you with the water appliance solution suited to your lifestyle and life stage.



### Suburban Splendor

From track meets to ballet recitals, this family is always on the go. Their water appliance is the ideal combination of function and charm. Every component, especially the filter faucet, ensures this family always has fresh, clean water.



### Modern Family

Original and uncomplicated – this young family has no time for frills. It’s all about function and substance. The undermount sink and bridge faucet make their water appliance a stylish, yet practical solution.



### Socialite

Hello gorgeous! This water appliance is all about timeless glamour. It’s primarily used for washing champagne glasses after an impromptu cocktail party. It brings the wow factor with a striking black undermount sink coupled with a brass finished faucet.

Stay tuned for more insight on all lifestyles and life stages to come.

## A New Concept. Not a New Product. The ROHL® Water Appliance™



Rebecca Reynolds

When I first heard the term ROHL® Water Appliance™ I was confused. I thought ROHL was introducing a new product.

When I discovered it was really a

concept for planning, it made complete sense. Planning for the sink and faucets has always been an important part of the kitchen design process but ROHL has changed the way I think about water as an appliance center and has shifted how and when I talk to my client.

Rebecca Reynolds is a nationally acclaimed designer with projects published in important shelter publications including Better Homes & Gardens Kitchen and Bath Ideas, Kitchen and Bath Design News, New England Home Magazine, and several kitchen books as well as being featured on numerous digital platforms such as Houzz and Modenus. Rebecca is also the co-founder of the Kitchen Design Network. Reynolds serves a very prestigious, up-market clientele. She describes her customers as “conservative



A recent project by Reynolds featuring ROHL

with an eye toward personalized and fresh ideas.” They demand well-appointed, tasteful spaces that are functionally superior. For Reynolds, a big fan of the ROHL Shaws Apron Front Farmhouse Sink, ROHL Perrin & Rowe® Bridge Faucets and their coordinating accessories, the concept of the ROHL® Water Appliance™ was a perfect way to package and deliver “beautiful function.”

She especially appreciates the new lifestyle/life stage segmentation. “This is very smart. These segments aren’t binding, but they give me a direction to kick-off a conversation about the hierarchy of ‘areas of design’ within the kitchen. My market will definitely appreciate the *Suburban Splendor* and *Culinary Connoisseur* profiles.”

## Understanding Your Customer — ROHL® Water Appliance™ Segments



Mark Rohl

Segmenting customers into lifestyle or life stage groups isn’t new. For decades marketing experts have touted the importance of knowing how your customers live, and at what stage of life they are in. ROHL has adopted this approach to better position the concept of the ROHL® Water Appliance™.

The segments are not gospel, but they are indicators. They give you a jumping off point to begin a conversation about the “Water Appliance” concept and begin to profile the perfect solution.

Some of the ROHL® Water Appliance™ lifestyles are outlined in this newsletter, comprising a complete range of life stages. The definitions are easy and fun. Using them to engage a consumer or designer will help sell the concept, as well as remind you of the various

components of each ROHL® Water Appliance™ solution.

As the ROHL® Water Appliance™ continues to gain traction, we will introduce more tools and training to help you engage your customers. For now, get started using the simple definitions. Which ROHL® Water Appliance™ best suits you? Let us know at [info@rohlhome.com](mailto:info@rohlhome.com).

## In Memoriam: Wolfgang Wolk

By Lou Rohl

This summer, we lost a dear friend and partner of the ROHL family. Wolfgang Wolk, the founder of Saniwa Swiss, our manufacturer of world class Soap Dispensers, passed away in July. His relationship with ROHL spans more than 30 years.

Prior to Saniwa, Wolk was the export manager for KWC and my mentor during my apprenticeship in Switzerland in 1983. As a 22-year old living abroad for the

first time, Wolfgang instilled in me the importance of due diligence, accuracy in your work and organization. He was adamant about clearing your desk off before you left the office at night. He believed a clear desk leads to a clear mind and more productivity at the start of the next day.

One of my fondest memories of Wolfgang was our standing lunch date every year at the Cersaie Trade Show in Bologna, Italy. Even after he retired in 2009, we would meet to catch up and it was always one of the highlights of my trip.



Left to right: Wolfgang’s son Jens, Wolfgang Wolk, Ken and myself

Wolfgang was a partner, a mentor and a dear friend and will be greatly missed.



Greg Rohl