



Ken Rohl

## THE “GOOD BUSINESS” OF WATER FILTRATION

For many of you the “business” of water filtration represents only about 2-5% of your total business. Looking into the not too distant future, I predict this segment of your business will increase three-fold. Why? The perfect storm of the recession, interest in the environment and increased concern about personal health is coming together at a powerful rate. Consumers and designers are looking for “functional luxury” products that will deliver the style they desire coupled with real performance attributes. Water filtration, done correctly, can deliver on this functional luxury concept.

The ROHL water filtration solution features unsurpassed technology by Triflow<sup>®</sup>. Now, offered exclusively from ROHL, this filtration system offers a number of practical solutions. Because each slim stainless steel canister is streamlined, homeowners get their under sink storage back! The filters are easily replaced and

provide a average of 1,000 gallons of filtered water. The unique segmented waterways mean that filtered water is never cross contaminated, and the elegantly designed faucets for kitchens and bathrooms offer beautiful solutions that traditional filtration options don't address.

The “business” of water filtration as a category is an area of great opportunity. Bottled water sales are flat due to environmental concerns about the disposal of plastic containers as well as the energy used to make and ship them. The expense of purchasing bottled water (an average of \$2400-\$3000/household per year) is being questioned in this time of acute concern about expenses, and increased interest about what might be “in” tap water is causing homeowners and office managers to seek out alternatives. The ROHL Integrated Faucet Filtration™ system removes or significantly reduces chlorine, organic components like animal or human waste, bacteria such as E-coli, pesticides and herbicides,

solvents and heavy metals like lead. This is a smart, healthy decision.

Additionally, this is a profitable business. The return on investment for the homeowner/business owner is relatively easy to calculate by evaluating individual bottled water consumption. They should make back their investment in a year or less. For you, a typical ROHL IFF sale will net \$600 per faucet or 38% gross margin.

All around, this is a “good business” for everyone.

*Ken Rohl*



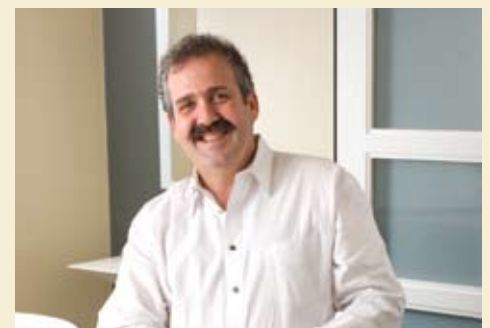
## A TRIBUTE TO LARRY KALUZNA UNIVERSAL PLUMBING/WATERWARE

Our industry lost an icon this summer. Larry Kaluzna, owner of Universal Plumbing/Waterware, lost his fight with a rare form of esophageal cancer. Known as the “King of Plumbing” throughout the Chicago marketplace, Larry was a true visionary, one of the few who twenty years ago saw the rise of the decorative plumbing industry transforming from a stodgy traditionalist based niche to one that earned a rightful place in the fashion business, taking cues from European tastemakers and famous home furnishing designers like Philippe Stark. I first met Larry during a sales call at his Universal Plumbing store located across from the projects on South State Street. The Universal showroom was what one would expect from a pipe, valve, and fittings

supplier, long on inventory, short on ambience. He then took us for a walk down the street to a building that had sat empty for quite some time but had great “bones” (read big beams and hardwood flooring). Larry began to describe his vision of creating an innovative showroom focusing on a few manufacturers that “got it” when it came to design. We were lucky enough to be included in this company and so began, to quote Humphrey Bogart in Casablanca, “the start of a beautiful friendship.” Larry grew the Waterware concept into three stores, strategically locating them in key neighborhoods throughout the Chicago metro area. He earned the respect of both his customers and competitors; and as a supplier, he was one of the few

people that I could count on to tell it to me straight without a lot of B.S. To say that we will miss his unique personality, cutting wit and market intuitiveness is an understatement. Rest well my friend. You are truly missed.

*Ken Rohl*



# “TASTEFUL AND TASTY” NEW ROHL WATER FILTRATION FAUCETS



Lou Rohl

Have you ever thought, as you brushed your teeth or taken a drink from your bathroom faucet, how nice it would be to know the water is clean as well as tasty? We and Perrin & Rowe® had that same thought.

Currently offered in our Traditional Bath Collection, Perrin & Rowe® has created an elegant filtered faucet for the lavatory. Featuring the same Triflow® technology and Swiss-made Katadyn ceramic filter as the ROHL Perrin & Rowe® Integrated Faucet Filtration™ system for the kitchen, this faucet brings a beautiful, functional filtration solution

to the bathroom. This Georgian Era style is available in all five finishes.

New designs, currently sold in Europe, are being considered for the US market. The first is a contemporary two-lever bath faucet that offers filtered water with the simple touch of a button on the faucet spout. The second is a cutting edge, single-lever faucet designed by famed Pritzker Prize winning architect, Zaha Hadid. Hadid's "sculpture" is an interpretive shape which gives "form" to the flow of water - a true example of "form meeting function."

As the water filtration category continues to grow, ROHL is positioned to offer elegantly functional

solutions, delivering on our promise to continuously offer authenticity, innovation and value.



## CELEBRATING INTEGRATED FAUCET FILTRATION™

ROHL's next promotion will reinforce real facts about the repercussions of bottled water and lead in drinking water. The promotion celebrates ROHL's Integrated Faucet Filtration™ (IFF) Collection – an elegant and efficient solution to the issues posed by bottled water and impure tap water. The promotion will be launched with a series of eBlasts and direct mail postcards that contain information about IFF and a simple question that, when answered correctly, enters Showroom Associates into

a drawing to win a Triflow® Kitchen or Triflow® Lavatory faucet. Additionally, a two minute looping DVD and a separate Facebook page will be created to further support the promotion.

**This promotion will kick off March 2011. Stay tuned to [www.rohlhome.com](http://www.rohlhome.com) for updates!**



U.1570LS



Mark Rohl



Greg Rohl

## INTEGRATED FAUCET FILTRATION™ TIPS FROM THE FIELD

Aside from the many benefits to the end user, the IFF Collection truly embodies ROHL's commitment to provide value, innovation and authenticity to our Authorized Showroom partners. IFF is a product that distinguishes a true decorative plumbing and hardware showroom as a unique venue where a

client will experience, see and learn about the latest products for kitchen and bath. The following insights are from showrooms who are successfully selling the IFF system:

- Consider installing a working IFF display in the reception area in your showroom. This will provide the customer with the opportunity to taste the water while they wait for their appointment.
- Discuss the environmental benefits of a filtered faucet by asking how much the customer spends on bottled water per year and how the plastic contributes to the

abundance of landfills on our earth.

- Highlight and show the dedicated water line. This is a true point of differentiation.
- Demonstrate how easy it is to replace the filter cartridge while discussing how advanced the Katadyn technology is.
- Focus on the convenience factor of having a filtered faucet in the lavatory; eliminating the need to walk to the kitchen to get a drink in the middle of the night.

Good luck and good selling!

# TRIFLOW® TECHNOLOGY- A PRACTICAL SECRET

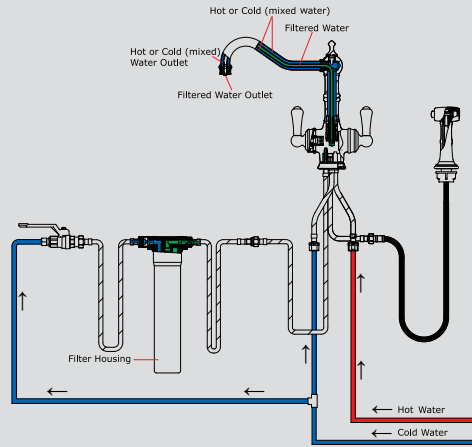


Jake Smith

One of the most important features of the ROHL Integrated Faucet Filtration™ system is the dedicated filtered waterway that eliminates risk of cross contamination.

The diagram shown illustrates the segregated lines demonstrating the integrity of the system. A separate cold water feed runs from the filter through a dedicated line into the faucet. Additionally, this is the first three-way filter faucet, offering hot, cold and filtered water. Unfiltered cold and hot water run outside of the dedicated line. It is a compact installation that saves space. The compact, Swiss-engineered Katadyn filter fits snugly under the sink base, taking a quarter of the space of most filters. Each

filter lasts an average of 6 months/1,000 gallons and is easily replaced. Technically, this innovative Triflow® technology has really improved the concept of filtered water. One less hole to drill, a smaller filter and a dedicated line make the ROHL IFF an easy choice.



## PRODUCT HIGHLIGHTS INTEGRATED FAUCET FILTRATION™

ROHL integrates authentically crafted, elegant fixtures with the best in water filtration technology to form the **Integrated Faucet Filtration™ Solution Collection** featuring “Triflow® Technology.” This Collection, patented by Perrin & Rowe®, offers hot, cold and filtered water from a single faucet, an eco-savvy, stylish solution. ROHL filtered water systems do not promote cross-contamination as water travels through a dedicated waterway to the tap. The system comes with filter cartridges produced by Katadyn, a global leader in the design and manufacturing of water filtration products. Although the system traps debris, silt, pathogenic bacteria, chlorine and other heavy metals (up to 0.2 microns), it does not strip the water of beneficial nutrients such as calcium and fluoride. Crafted in England and available in two distinctive styles, traditional and contemporary, this system is offered in five unique finishes: Polished Chrome, Polished Nickel, Satin Nickel, English Bronze and Inca Brass (not available in contemporary styles) for the kitchen or lavatory.

## INTEGRATED FAUCET FILTRATION™: A TOTAL SOLUTION



Mary Gray

Mary Gray, Interior Designer, is the owner of Lightstorm, Inc., located in Huntington, NY. Mary has a very hands-on approach when it comes to working with her clients. Her client's busy lifestyles are also the reason that they love ROHL products, specifically the Integrated Faucet Filtration™ Collection. “My clients don't want trophy kitchens,” says Mary. “They want kitchens that are functional yet beautiful spaces that contain products that make their lives easier. The IFF products do just that – they act as centerpieces yet offer clean installation and hot, cold and filtered water,

which is very convenient.”

According to Gray, tap water is often riddled with contaminants, especially in the Long Island area. The IFF System provides an elegant way to address those concerns by offering not only a design solution, but fresh, filtered water that families can feel confident consuming. Mary also attributes the success of the IFF Collection to the fact that the Katadyn filter cartridges are reasonably priced and very easy to change out. Consumers are usually not aware of how much they spend on bottled water and above-the-counter filter contraptions. “It's easy for me to convey the value proposition of the ROHL IFF Collection to my clients – it tends to be an easy sell!”



Traditional Kitchen Faucet (U.1570LS)



Contemporary Kitchen Faucet (U.1293LS)



Traditional Lavatory Faucet (U.1370LS)

### FUN ELEMENT QUESTION:

Be the 50th, 100th, 150th and 200th person to answer the following question correctly in order to win a ROHL Sigg Bottle, a perfect replacement for plastic water bottles. E-mail your answer to Tracy Abel at tracya@rohlhome.com by November 30, 2010.

**How many gallons of water does each Integrated Faucet Filtration™ (IFF) cartridge filter?**

- a. 100 gallons
- b. 250 gallons
- c. 500 gallons
- d. 1,000 gallons

### WINNERS OF THE LAST FUN ELEMENT QUESTION:

**What country is ROHL's new Traditional Pull-Out Faucet manufactured?**

What country is ROHL's new Traditional Pull-Out Faucet manufactured?

- a. England
- b. Ireland
- c. Italy
- d. None of the Above

Congratulations to Del Ottinger of Chattanooga, TN who was the 100th person to answer the question correctly and won an A3410APC-2 Traditional Pull-Out Faucet in Chrome (retail value \$467.00).

# “BAN THE BOTTLE” RESPONSIBLE WATER CONSUMPTION



While bottled water still retains its number two position after carbonated soft drinks in North America, 2008 was the first year to see no growth in the category. The Beverage Marketing Council attributes some of the slowing to higher expenses associated with the production and shipping of plastic bottles, increasing per unit cost of bottled water overall. Others would suggest there is a backlash developing.

Plastic bottles aren't good for you or the environment. Ironically, the biggest adopters of bottled water are concerned about health and nutrition. Health conscious individuals also tend to be environmentally conscious. They usually are people who reach for bottled water

instead of a soft drink because they care about drinking a “good for you” refreshing drink. These same folks are driving a movement against drinking water out of plastic bottles.

The shift away from bottled water is a commentary on plastic bottles – not the desire for healthy, tasty water. As a result, water filtration is a growing home and office trend, offering clean, good tasting water without the plastic. The combination of continued concern about good health, our environment, and frankly, the expense associated with purchasing bottled water (average \$4/gallon) is making filtered tap water very appealing for the home and office.



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