

CREATING THE LOOK OF VILLA ROMANTICA



Lou Rohl

The Villa Romantica trend is all about celebrating the architecture, design and unique style of Spanish Colonial Casas and Mediterranean Villas. Also known as Mission Revival or Mediterranean Revival, bronze, gold earthy tones and warm hues are all evident with the Villa Romantica trend and have become increasingly popular in the designs of the kitchen and bath market.

The Spanish Colonial Revival movement began in the early 20th century after the opening of the Panama Canal and was further advanced by the Panama-California Exposition of 1915. Elements of this revival included a prodigious use of stucco, tile roofs, arches, semi-circular arcades and terra cotta tile roofs. Designers were inspired by a number of sources, including both Spanish and Italian church architecture. Today we are seeing a major resurgence of this passion in both architecture and design. Spanish Colonial Revival style homes are being built throughout the United States and are in high demand by consumers seeking a unique and authentic lifestyle.

Recent evidence of the Villa Romantica trend was beautifully outlined by famed actress Diane Keaton in her newest book, *California Romantica*. The book is dedicated to celebrating the Spanish Colonial architecture and design. Diane's personal home was also featured in the November issue of *Architectural Digest*, where she discussed

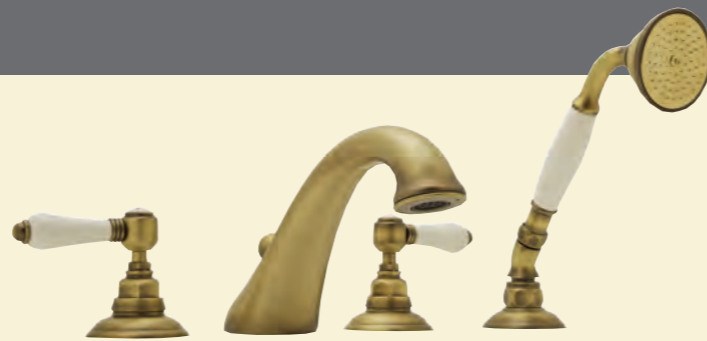
her passion for preserving and restoring Spanish Colonial homes in Southern California.

As ROHL is a market leader in studying and identifying trends such as Villa Romantica we deliver to our customers, products that meet their consumers' unique demands. For homeowners looking to bring the Villa Romantica look into their homes, ROHL provides a variety of products and finishes. Our new Antico Brass finish is a perfect solution and is exclusively available in the Country Bath Collection. Golden matte in appearance, the Antico Brass finish delivers a charming and sophisticated feel. Our Perrin & Rowe® Collection features the English Bronze finish which can work beautifully with anyone seeking to create a Villa Romantica kitchen or bath. Shown below are just a few ROHL products that blend beautifully with the Villa Romantica trend.

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Country Bath C-Spout Widespread Lavatory Faucet in Antico Brass (A1408)

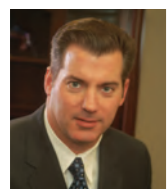


Country Bath 4-Hole Deck Mount C-Spout Tub Filler in Antico Brass (A1464)



Single Lever Single Hole 11" Kitchen Faucet with Sidespray in English Bronze (U.4747)

ROHL WEBSITE UPDATES



Greg Rohl

If you haven't logged on lately, visit us at www.rohlhome.com and see what's new. You'll find the latest products available from all of our ROHL Collections for the kitchen and bath introduced this year. The site is categorized by product style, enabling you to identify product features and benefits.

In addition to our products, the "News" section of the site will keep you informed about what is happening at ROHL. Happenings are updated monthly as well. Be sure to visit the "Reading Room" where you will find book recommendations that may be useful as a reference for your customers.

On our home page we've added ROHL Showerhead videos featuring over 20 showerheads. These videos show not only different showerheads but also the sprays each showerhead offers. This is a must see for any homeowner who wants to experience the actual showerhead flow.

Please let us know if there are any features that you would like to see added to the site.

Greg Rohl



QUESTIONS FROM THE FIELD ON FIRECLAY SINKS



Jake Smith

What is the most common installation, undermount, flush or showing a valance?

Typically, undermount is the most common. The sink must be on hand before installation for the cabinet maker and counter top maker, due to the +/- 2% dimension variance. Building the sink or cutting the counter top prior to delivery of the sink is not recommended.

The installation should be robust enough to support a 150 pound sink with water. A 1 to 2 inch projection is normal.

Is a fireclay sink as durable as stainless steel?

Fired at 2264 degrees, the glaze is extremely strong. The silica in the clay fuses with the glaze, to make a very durable surface. It is chip resistant, but not chip proof. Fireclay may chip, but it takes quite a hit to do that kind of damage. Because the surface on the glaze is non-porous, it is more sanitary than stainless steel.

A DESIGNER THAT'S ALWAYS ON TREND



Madelyn Kinemond

Madelyn Kinemond is a self-taught designer, located in St. Petersburg, Florida, who believes that ROHL is a trend setter and leader in the business. As a 24-year design veteran, Madelyn has been focusing on new construction and remodeling projects for the past nine years. "I spec ROHL every opportunity that I can," says Kinemond. "What really sold me on ROHL was when I was presented with the opportunity to specify and design a large Tuscan-themed Italian Villa for a client. For this project, ROHL has everything I am looking for, from sinks to vessel bowls to a beautiful selection of finishes, they offer everything I need." Madelyn is particularly interested in products from the Country Bath and Perrin & Rowe® Collections, offering

authentic Italian and English design. Madelyn says that the Villa Romantica trend is very prevalent in the St. Petersburg and Tampa areas, making ROHL an attractive choice for those types of projects.

As a passionate designer would, Madelyn takes her job very seriously as well as her responsibility to come up with fresh ideas for her clients, with the help of ROHL. "ROHL is an ideal choice because their product offering always seems to fit with what is on trend. Tuscan Brass and English Bronze are two of my favorite finishes because they never seem to go out of style." The classic, elegant look of the Tuscan Brass finish, in Madelyn's opinion, is a perfect fit for the increasingly popular Villa Romantica trend. Whether Madelyn is designing Italian Villas, or even Urban Lofts, ROHL remains Madelyn's top choice.

PRODUCT HIGHLIGHTS: VILLA ROMANTICA

Discover authentic Old World luxury for the kitchen and bath. Discover Villa Romantica, exclusively from ROHL.

Column Spout Widespread Lavatory Faucet (A1409)



Boasting the new Antico Brass finish, this lavatory faucet brings country charm and comfort to any bath. The brass used to create

the finish is rubbed to a soft patina, offering a look that is sure to turn heads.

Palladian 3-Hole Widespread Lavatory Faucet (A1908LM)

Inspired by the significant 16th century architect, Andrea Palladio, this faucet stays faithful to classic Italian principles all while offering the most up-to-date functionality.



3-Leg Bridge Kitchen Faucet with Handspray and Cross Handles (A1458XWS)

The unique design of this kitchen faucet, shown here with five spoke handles, makes a bold statement. Part of the ROHL Country Kitchen Collection, this faucet showcases the meticulous detailing of Northern Italy's finest craftsman.



3-Hole Traditional Spout Lavatory Faucet (U.3720L)

Charmingly designed with ornate English styling, this faucet brings the Edwardian Era right into your bath. Authentically crafted in Great Britain by Perrin & Rowe®, the Traditional Spout Lavatory Faucet is modeled after the intricate architecture of the "Old Days" in England.



FUN ELEMENT QUESTION:

Be the 25th, 50th, 75th or 100th person to answer the following question correctly in order to win a ROHL Sigg Bottle. E-mail your answer to Tracy Mills at tracym@rohlhome.com by Thursday, January 22, 2009.

WINNER OF THE LAST FUN ELEMENT QUESTION:

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

The proper wax to use on ROHL's Antico Brass finish is 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.

Jessica Markley of Charleston, South Carolina was the 50th person to respond correctly to the Fun Element Question in the last newsletter and won a Perrin & Rowe® wine stopper. Congratulations, Jessica!

What is the most important thing to remember about Shaws sinks before installing the cabinets and countertops?

VILLA ROMANTICA



A3608LMWS

The trend embodies Old World panache and truly authentic luxury. The look is a European-inspired twist on traditional Spanish Colonial and Mediterranean foundations. It's rich and warm, combining the essence of European architecture with sleek sophistication. Villa Romantica

embodies dark and light woods, exposed beams, stucco, fireplaces, marble, granite and slate. Earthy tones with warm and inviting hues are prevalent. Bronze and gold accents offer a larger than life appeal, without being overdone. This trend is distinguished by ornamental detailing and romantic styling, much like you would find in a boutique hotel in Italy, or even in Spain.

ROHL's abundant cache of authentic, classically elegant faucets and fixtures celebrates this trend in style. ROHL's Villa Romantica faucets bring a larger than life feel to any kitchen and bath boasting intricate detailing that is thoughtfully crafted by the finest artisans throughout the world. ROHL's wide variety of carefully selected finishes allows each faucet and fixture the ability to take on its own

look. Whether it's the rustic appeal of the Tuscan Brass finish or the soft patina elegance of the Antico Brass finish, each faucet offers an air of sophisticated beauty and embodies the Villa Romantica trend.



Ken Rohl

“PEAK EXPERIENCE”

Every year I return from DPHA with notes from key guest speakers. This year's messages focused on the importance of revisiting the basics of “blocking and tackling.” Some of my favorites follow:

1. “Seduce customers with price points that provide maximum value.”
2. “Innovation plus value equal survival.”
3. “Next three years will revolutionize the decorative products industry.”
4. “Dare to be different with customers.”
5. “Hope and Change is a crappy strategy.”
6. “Who's on the bus?” “What are their unique qualifications?” “What have they added?”
7. “The upcoming economy will require a change in habits.” “We must re-engage.”
8. “Refuse to look the same as your competitors.” “Refuse to put sub-par products into the market.”
9. “Less is more.” “Focus on the few products that have the best ROI.”
10. “GOYA” Get off your backside!”

Additionally, Chip Conley revisited Abraham Maslow's triangle outlining his theory of the “hierarchy of needs” which when attained in life or business achieves ones full potential, or self-actualization. At ROHL we're dedicated to providing our customers with an amazing experience, ultimately providing the outstanding results all customers desire. We use a hierarchical diagram called the “Peak Performance Pyramid” to demonstrate the process.

Each level of our ROHL commitment builds on the previous promises with the intent to make each customer “feel really special, or have a delicious chocolate cake experience.”



ROHL Peak Experience Pyramid

As we go forward into the unknown of 2009 we believe by providing the best value in quality, innovative products, being socially responsible, offering the ultimate customer service experience, and selective distribution, we will be your best ROI supplier and together we will revolutionize the decorative product industry.

These are times that can bring us closer, testing our mutual potential. Together I'm confident we can make 2009 a fulfilling and peak experience.

Best wishes for the Holidays and a passionate New Year.

Ken Rohl

BLACKMAN AND ROHL BRAND BUILDING: A PERFECT PARTNERSHIP



David Lyon

Building and managing the Blackman showroom brand is a core component of the Company's success. Blackman was established in 1921 and currently has 13 locations within the

New York metro area. Partnering with other brands that respect the importance of brand investment is one of the criteria used by Blackman to evaluate business relationships. ROHL's commitment to brand building makes this a perfect partnership.

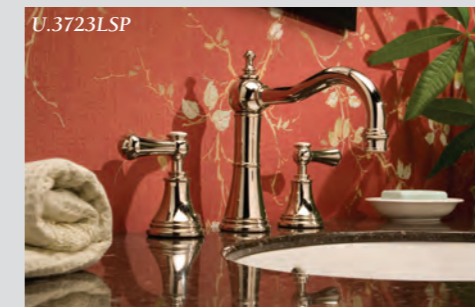
David Lyon, Managing Director of Showroom Operations, is responsible for designing Blackman showrooms and managing the Blackman brand. With an impressive business background, David understands that brand awareness is crucial to connecting with customers. His approach is to couple strong nationally recognized brands with his strong regional showroom brand. This synergy offers a compelling proposition that makes it easier for a customer to make a decision, and for sales associates to close the sale.

This strategy explains why Blackman and ROHL have been such strong partners for over six years. Lyon attributes much of his success with ROHL to its national marketing and branding efforts. He further believes that ROHL's brand investments have had

a direct impact on the growth of ROHL product in his market. “Our investment in the Blackman brand, coupled with ROHL's national presence has given our customers the confidence to shop and buy from us. There's always a constant connection with advertising. Awareness gives customers confidence.”

The brand strength is the lynchpin, but David readily notes that ROHL's breadth of product, comprehensive training and merchandising support also differentiates the brand. “The full cache of product design and wide range of price points sets ROHL apart from other lines in our showroom,” notes Lyon.

Looking ahead, Lyon suggests that the strain on the economy has made brand recognition even more critical. “I know ROHL gets it and I know Blackman gets it and I believe that is what will make our partnership grow even stronger in the future.”



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