**NEW MILESTONE FOR THE ROHL LLC AUTHORIZED SHOWROOM PROGRAM**

One of ROHL’s brand strengths and continued commitment to you our showroom partner has been our luxury showroom display program. Comprised of luminous grade finish, finished, and stained display boxes customized to your individual showroom requirements the ROHL luxury display program adds value to your business by matching the ROHL, brand and your showroom experience.

ROHL display program is one that reinforces the authentic luxury of our products. Now for 2008 is our Authorized Showroom Program, which allows our partners the ability to create a true luxury shopping experience that the consumer your customers are seeking. As the affluent consumer is drawn to your showroom through our multi-million dollar marketing program, your presentation will be to trust and lead the complete ROHL Collection.

Participating in our new Authorized Showroom Program offers many benefits such as:

1. Luxury display boxes and signage.
2. A Showroom listing on our web site www.thekitchen.com, which features over 17,000 searches per month of consumers looking specifically for ROHL display showrooms.
3. The exclusive ability to check our multi-million dollar inventory on our secure, password protected Dealer Entrance at any time of the day.
4. In-depth showroom consultant training at our corporate office in Southern California.
5. Priority support from our Award Winning Customer Service Department.
6. Free access to our quality Literature and Product Brochures.
7. Targeted follow-up from our National Public Relations Program.
8. Nationwide awareness of the ROHL brand through our National Advertising Campaign, Consumer and Trade Magazines, which reaches over 32 million readers every year.

Only ROHL Authorized Showrooms can provide the luxury shopping experience that your affluent consumer expects.

I hope that the above listed benefits have peaked your interest to participate in our exciting new ROHL Authorized Showroom Program. Please contact your local ROHL Sales Representative for additional information.

**ROHL IS OFFERING A NEW FINISH: ANTECO BRASS**

This finish is an alluring, enduring finish that evokes a mood of Old World charm. The Antico Brass finish is achieved by using Tuscany Brass and brushing it to leave darker accents in the crevasses. Then a clear coat is applied to the surface to lock in the beauty of the finish permanently. Antico Brass is a saturated finish.

The care of all ROHL finishes is easy and effective. After each use, wipe the fixture down to remove any excess water. Wiping a down will prevent water spotting and mineral build-up. Use only soft liquid soap and water to clean the surface. To clean any gaps, use a soft brush. Avoid any products that have ammonia, alcohol or bleach such as Windex, 409 or Fantastik. These products can damage the finish leaving black or white spots.

Whether your style reflects uptown designs a lot of transitional spaces, ROHL is an ideal choice. She is the ideal “town and country” designer using a mix of ROHL traditional and contemporary styling to create exactly the right space – of course, accented with lots of color.

**HOW TO MIX TOWN AND COUNTRY IN ONE SALE**

So many consumers today are interested in the clean sophisticated lines that are apparent in ROHL’s Modern Collection or Michael Berman Collection as well as the curvy, elegant lines of ROHL’s Perrin & Rowe or Country Collections. But not all consumers know that they can have both in their home. How do you help consumers understand that the downstairs powder room can be decorated in the Modern Collection, while in the bar area the Country Collection is used? By using both town and country faucets and fixtures throughout the house, they are able to create that special look.

**ANTICO BRASS FINISH CARE AND MAINTENANCE**

Antico Brass will prevent water spotting and mineral build-up. Use only soft liquid soap and water to clean the surface. To clean any gaps, use a soft brush. Avoid any products that have ammonia, alcohol or bleach such as Windex, 409 or Fantastik. These products can damage the finish leaving black or white spots.

**ARE YOU TOWN? COUNTRY? BOTH?**

Whether your style reflects uptown sophistication or lean toward relaxed country gentility, a selection of two from this issue’s featured products will surely take you home. Discover Town in exclusively from ROHL.

**WAVE Single Lever Deck Mounted Lavatory Faucet (WA652L)**

Take your sink way into the 21st Century with this ultra-contemporary faucet that has any dock kettles all over. Single lever control makes for smooth, easy, single-hand operation.

**Country Bath 4-Hole Deck Mount C-Spout Tub Filler (A1464LP)**

Tuscan Brass with porcelain accents that offer lots of country charm.

**A “TOWN AND COUNTRY” DESIGNER**

Kathleen Navarra of Navarra Design has built a successful business around “modern with a touch of contemporary and lot of color.” Navarra began working in the design field 20 years ago. She has owned and operated her own firm for the past 14 years, designing residential and commercial spaces with 80% in the remodeling sector. Her market is principally the San Francisco Bay Area, but travels to New York City every 2-3 years when she is hired to help expand a client’s home. Navarra’s clients can always count on ROHL for the service and selection to create exactly the right space – of course, accented with lots of color.

For Navarra, who is the 50th person to answer the following question correctly in order to win a Perrin & Rowe® wine stopper. It looks just like their cross handle but works in wine and champagne bottles. Email your answers to Tracy Mills at tracym@rohlhome.com by June 20th, 2008.

**VERONA C-SPOUT WIDESPREAD LAVATORY FAUCET (A2707LM)**

Named for the lovely town in Italy best known as the home of Romeo and Juliet, ROHL introduces the Verona series, the perfect platform for the Town or Country enthusiast. The Verona series is a reimagined ROHL collection, but boasts the authentic ROHL style that you have come to expect.

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Continued...
INNOVATION

What will make the difference during a declining market, between those that shrink and perhaps disappear and those that gain market share and dominate specifier and consumer investments? INNOVATION!

Innovation is defined as the introduction of something new, a new idea, method, or style, something fresh, stimulating. At ROHL we are consumed with the opportunity to meet changing consumer needs. “In the next cycle, in ten years, what will people be doing?”, Ken Rohl asks. “In ten years, which product will have the biggest impact?”. As the demand for beautiful faucets and fixtures soars, ROHL has taken leadership in introducing new finishes, new products, new display concepts, and has even more selective distribution incentives. The Authorized Showroom Program, ROHLS 2017 was the focus of Rohl.

Through any kind of market, what are you doing to attract the high potential buyer? We all have choices – hunker down and hope to survive or invest, reach out, freshen up, add new product, upgrade sales talent and leadership, and basically revitalize yourself. What is the R.O.I. on non-brand investments? How do you farm interior designer, architect and custom builder prospects. Last, a word about Sustainability. Specifiers are increasingly sensitive to environmentally friendly products. Our Allia and Shaws “stainless” reclay sinks are biodegradable. In a word, they can be recycled. Stainless steel sinks are like plastic bottles; they are not biodegradable and are not eco-friendly to landfills.

This year ROHL celebrates its 25th Anniversary serving the kitchen and bath industry. The ROHL boys are a quarter of a century old and excited as hell about the next 25!

George Morlan Plumbing understands that the decorative plumbing and hardware business has come a long way since opening their first location in 1927. Today their role is not just to sell and service functional plumbing fixtures, beyond they are promoting “functional art.”

Dave Bloom, a 15 year veteran of the George Morlan team, has seen great changes in the product offerings, budgets and range of manufacturers in the past 15 years. “Usually a decade ago a typical plumbing and kitchen budget might have been $5,000. Today it’s not unusual to see the same type of project with $50,000 decorative plumbing and fixtures packages. Specifiers and custom builders are seeing beautiful products with outstanding functional benefits and are specifying them.”

Dave knows that ROHL is one of the few companies that understand the need to satisfy art and functional requirements. ”ROHL has the right products. They are like art, not trying to be everything. They focus on offering just beautiful fixtures that works.”

This respect for the “art” niche even extends to the George Morlan showroom. “Innovations” artwork in the style of Dale Chihuly glass and Andy Werrel have been commissioned specifically for the space. A bistro bar and lounge area creates a sort of “salon” for customers to relax and ponder selections and work through project drawings. “The ROHL products are a perfect complement to our showroom. We like to be different and ROHL products are as well.”

TOWN AND COUNTRY

Getting the best of both worlds is not impossible these days, especially when it comes to home decorating and remodeling. Many consumers who live in urban areas gravitate naturally to the subtle sophistication of an uptown look but still want to maintain the relaxed feeling of a rock-and-roll band. With ROHL’s classic Egyptian, Georgian or Country looks, ROHL has perfected this combination style for today’s homeowners, offering both highly contemporary and more classically country looks and finishes.

The Town & Country trend is a mix of uptown elegance blended with a relaxed rural feel. Imagine a New York City brownstone ripe with unique sensibilities or a classic farmhouse that projects a more urban sophistication. The trend is also apparent in a home that embraces both sensibilities, varying styles from room to room. Imagine the golden patina of ROHLS Antico Brass finish on a traditional roll-up in the master bath, while downstairs, the ROHL Trifl ow Contemporary faucet stands out in the super sleek professional grade kitchen. The Town & Country trend gives homeowners the opportunity and possibility of having a home that’s both contemporary and classic all under one roof.

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