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KOHLER PRESENTS PREMIER SHOWROOM SPACE AT DAVIS & WARSHOW IN NEW YORK CITY'S A&D BUILDING

New showroom to bring a heightened sense of relevance to design, global trends in kitchen and bath

NEW YORK – November 16, 2009 – Kohler Co., a global leader in kitchen and bath design and technology, today unveiled its new KOHLER Premier showroom, a brand new take on product design and demonstration – incorporating global trends and an enhanced consumer experience.

In conjunction with Davis & Warshow, the first next generation showroom is located in Manhattan's landmark A&D Building on East 58th Street. Kohler plans to transform all of its showrooms with this new design in the near future.

“This next evolution of the KOHLER Premier showroom presents a cohesive and inspirational design statement to the global KOHLER brand,” said Jim Lewis, vice president of channel marketing at Kohler Co. “The new product arrangement allows our customers to better understand and appreciate current design trends and new product offerings, so they can easily assimilate these into their dream homes.”



The well-appointed 3,000-square-foot space incorporates the most iconic and current KOHLER, KALLISTA and Robern brand bathroom and kitchen products. Showroom visitors will see and experience more vignettes – showcasing design motifs from traditional to transitional to contemporary.

The new showroom was developed by Kohler’s internal design team, incorporating elements from its signature showrooms in Beijing, Milan and other influential cosmopolitan cities around the world. Along with Davis & Warshow's architect, Emanuela Frattini Magnusson, and lighting design firm Focus Lighting, the Kohler team integrated the lighting scheme and design elements from Davis & Warshow's existing award-winning showroom space, creating a complementary look and feel.

Architects and designers will especially appreciate the new layout and touch-screen digital components, making it easy for customers to virtually visualize their kitchen and bathroom plans come to life. Products are appropriately displayed in an organized and sophisticated manner, where walls of showerheads and towel bars enhance rather than clutter the new space.

“For 25 years, our 58th Street showroom has been the face of Davis & Warshow for the A&D community in New York,” said Sheldon Malc, the company’s director of showrooms. “We’re proud that this ground-breaking, new KOHLER showroom has helped us to create a space that is more user-friendly, aesthetically compelling and inspirational, and reflective of the vitality of our business. We’re excited to invite architects and designers to explore and experience for themselves why we’ve earned our reputation as the go-to source for the best in kitchen and bath.”

Consumers and trade professionals can locate a Premier KOHLER Showroom in their area by visiting KOHLER.com. To maximize the design experience, individuals are encouraged to set up an appointment with their local showroom representative to assist them with creating their customized kitchen or bath.

Kohler extends added value privileges to showroom owners through weekly sales leads and referrals, product and sales training, co-op advertising and grand opening assistance. New product training allows showroom managers to articulate the features and benefits of KOHLER products with complete confidence and better assist customers as they plan their personalized bathrooms and kitchens.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America’s oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations.

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