bold 2.1

Ideas from Kohler

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bold [bold]

-adjective

Showing an ability to take risks.

Having a strong or vivid appearance.

Bold. It has defined who we are, how we think and what we do for nearly 140 years, since John Michael Kohler took that first leap and launched a plumbing company with a horse trough turned bathtub.

Today this legacy of innovation compels us to pursue fresh perspectives and solutions for the kitchen and bathroom. It urges us to find new ways to think about water conservation, push the limits of cast iron and other materials, study trends in technology and design, and research how people use their living spaces. It challenges us to take the risks that bring meaningful design to life.

In this issue of bold we share a few of the ideas we're passionate about - ideas that help shape the products we create. We invite you to spend some time getting to know us and exploring the latest introductions to the KOHLER® kitchen and bath lines, as well as a selection of our timeless, classic offerings. If you have feedback or ideas for bold 3.0, we'd love to hear from you. Email your thoughts to us at bold@kohler.com.

You can view our entire kitchen and bath collection and learn more about our global power, furniture and tile, and hospitality brands at KOHLER.com.

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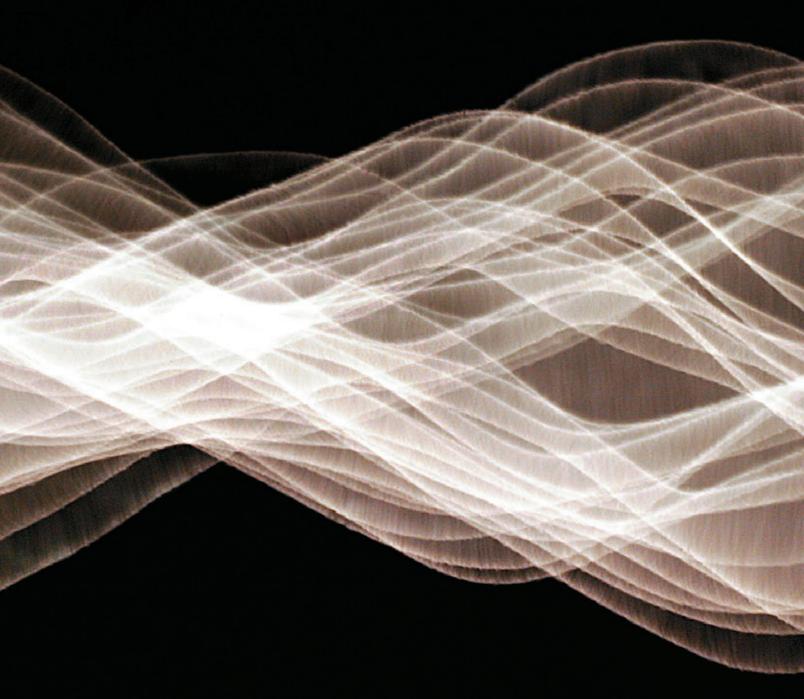


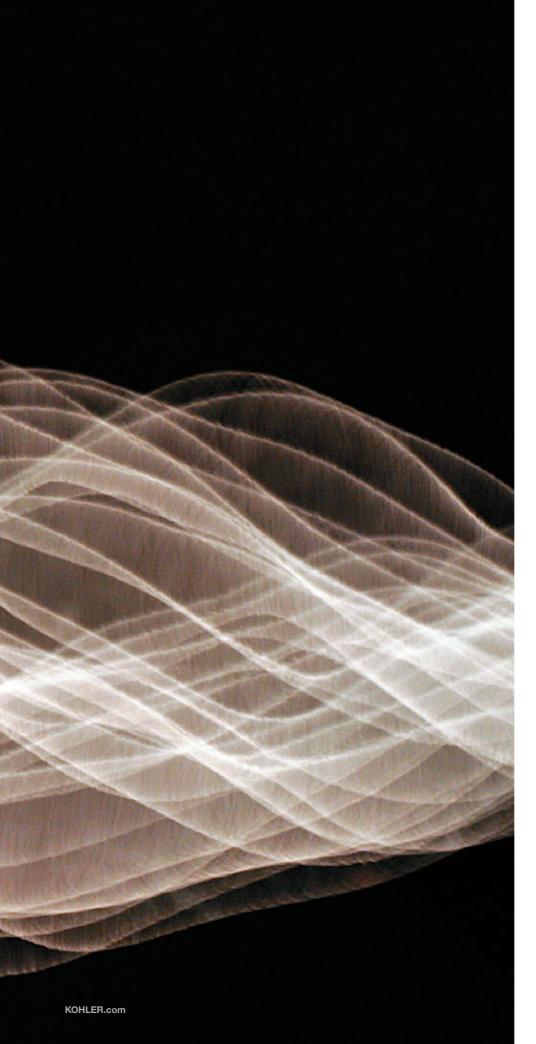






Good Vibrations





Musical Notes

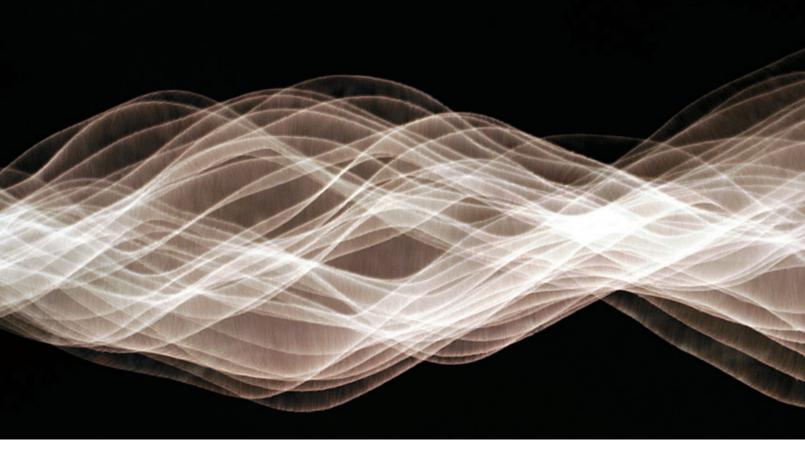


In the beginning, before the word, there was the song. In J.R.R. Tolkien's *The Silmarillion*, angels sing the world into existence and Lucifer's fall takes the form of a discordant melody. Surely the first instrument was the human voice. In Ur 4,000 years ago, the first song was recorded in cuneiform.

Since ancient times, music often has been thought to have healing and mystical power. Pythagoras prescribed music as a curative for the body and mind. In 1300, a mysterious, colorfully dressed ("pied") piper, as the legend goes, spirited the children of Hamelin away forever with the sounds of his playing. And the Black Death sent itinerant bands of flagellants roaming throughout medieval Europe intoning call-and-response compositions.

In recent history, rhythmic chants have rallied people to a single purpose again and again, from angry antiwar protests to team sport rivalries. "From an evolutionary standpoint, music organized us and allowed us to be more powerful working together—sea shanties helped sailors row in unison," says music and cognition Ph.D. Kathleen Howland who teaches in the Berklee College of Music's burgeoning Music Therapy department. "It reminded us that we were more powerful together than when we were not."

Thanks to rapid advances in technology even in the last 10 years, music allows us to be both more solitary and more social. It lets us tune in and tune out, express ourselves, share our tastes and never ever be far from sound. Online, on our smartphones and in our MP3 libraries and personalized playlists, the song is more portable and more perennial than ever.



Music Sensations

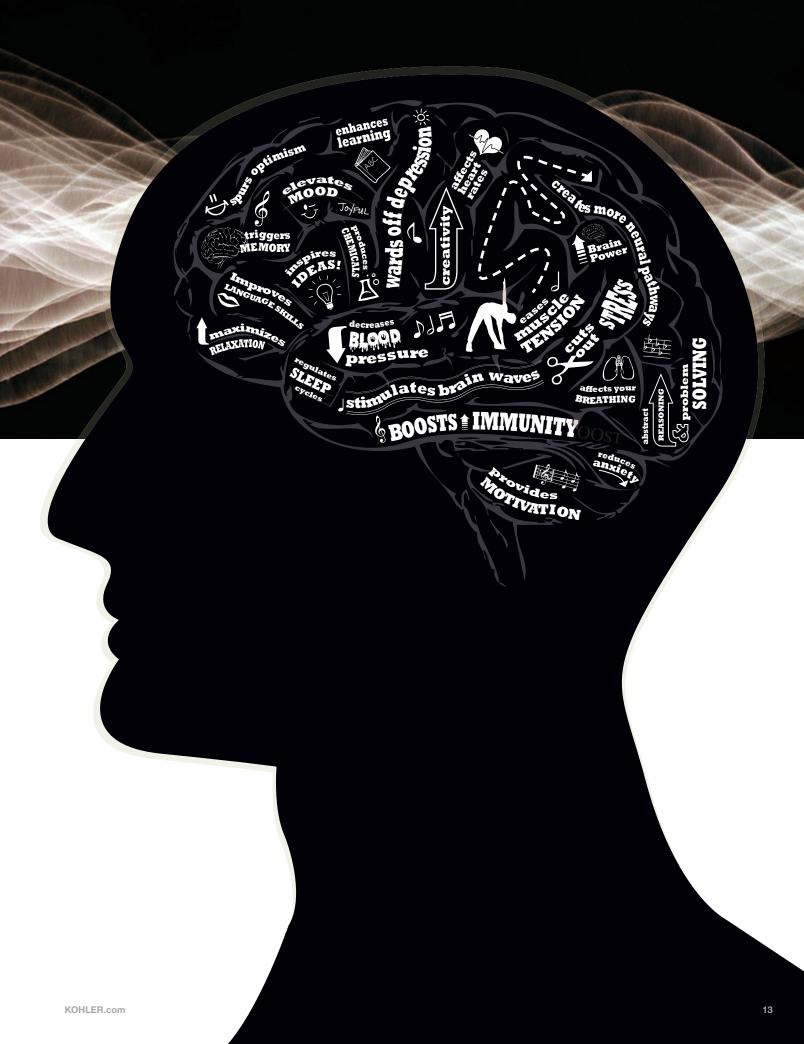
Music is vibration in its purest sense. Pressure fluctuations in air or water strike the eardrum and percussive bones, ripple through a narrow fluidfilled canal and create vibrations that are converted into electrical data that becomes sound when it reaches the brain. A McGill University study suggests that-whether "happy" or "sad"music we enjoy releases dopamine (as sex and laughter do), the brain's ancient way of reinforcing behavior necessary to survival. As with other stimuli, music and associations corresponding to music are believed to trigger activity in certain parts of the brain along with the response of the amygdala, which regulates heartbeat, breathing and the

release of hormones like adrenaline, generating physiological changes in the body.

"As a DJ, these connections are not hard to see, with crowds responding very directly to changes in the pace, mood and dynamics of music," says Niall Coghlan, a researcher at Queen's University Belfast's Sonic Art Research Centre, who is also DJ 2BiT. "We've all been at club nights where the right record at the right time can lift the roof off, while the 'wrong' record can clear a packed dance floor in seconds."

Using tunes from Scott Joplin to Chopin, music therapists treat people

with communication, attention, motivation, memory and behavioral problems, adults with heart disease or epilepsy and teens with depression. Listening to music for a few hours a day can hasten a stroke patient's recovery. In Musicophilia, neurologist Oliver Sacks describes Parkinson's patients who are locked into their own bodies, but who can be released by music: "People who couldn't have taken a step, can dance," Sacks has recalled. "People who could not utter a word, can sing." Even while simply "replaying" a piece of music in their minds-not actually listening to itthey become whole again.



Surround Sound

Today Kohler not only understands the many benefits of integrating music into those rare moments when we attend to our well-being but is integrating music into everyday life. Speakers built into our Numi_® toilet allow users to play a selection from preprogrammed audio, FM radio or an MP3 player. Spa-like KOHLER_®

DTV_® shower systems exploit a digital platform that blends sound, light, water and steam in an immersive sensory experience that can be personalized at the touch of a button. Presets allow users to store their preferences. Users can change up the playlist from a computer or MP3 player, adjust the rhythm and hue of lighting and fine-

tune the intensity of water flow from up to eight showering components. And StereoStik™ is an audio add-on that allows a radio and MP3 player to be integrated into a series of medicine cabinets. The most sophisticated example of this effort, however, is VibrAcoustic₀ bathing hydrotherapy.

The music is vibration and the vibration is music. Everything the bath does is musical.

Sound Waves

The VibrAcoustic experience combines water, light and music therapy. Its design includes vibrating panels, varicolored lighting and a pair of advanced stereo systems typical of 4-D home theaters, so the bather is submerged in vibration and music as much as water. Users can either play their own tracks or choose from four preset, original compositions -Awakening, Solitude, Letting Go and Transcendence. These compositions were designed to encourage a practice of "entrainment," in which the bather synchronizes the body with the rhythm of the vibration, slowing breathing and feeling the heart beat.

Kohler brought in a composer to incorporate two discrete sound systems for the bath, one below the water

level and the other above. The bather experiences two distinct compositions written to play simultaneously, creating a 3-D sensation. "You become part of the music," says Barry Glasford, Kohler Human Factors Analyst. "I never would have guessed that acrylic and water were such wonderful transmitters of sound. The music is vibration and the vibration is music. Everything the bath does is musical."

Because the human body consists of so much water, panels inside the bath convey the reverberations of the music not just around the body, but through it. Glasford conducted user studies, monitoring hundreds of bathing-suited volunteers. While preparing for test subjects, Glasford would listen to

NPR or Pink Floyd's "Dark Side of the Moon" playing through the bath in a room lit only by the glow of stereo equipment. "I rarely had to ask twice for somebody to get into the bath." In fact, many members of the design team gladly doubled as "test pilots," describing a perceptible awareness of letting-go as part of the sensation of VibrAcoustic hydrotherapy.

According to Glasford, the four compositions essentially were written in the bath. "Our composer and his colleague would hop into the baths, listen and compose: 'I don't like it in C minor. Try C flat.'" The complete sensory experience that emerged gives a whole new meaning to spa music.

What Do Kohler Associates Whistle While They Work?

Plugging in for productivity has become standard practice in today's work world. A walk through the aisles of corporate America's cubicles is a walk down iPod® lane. Whether you sort columns in Excel all day or spend your hours developing the next best necktie, chances are music accompanies at least some part of that work. More than likely your choice of music has

something to do with the selection of bakery goods on the communal treat table and the proximity of your deadline. Maybe diving into a new project that requires some real passion takes you in the direction of "Eye of the Tiger" and Stallone-style motivation. Perhaps it's Yo-Yo Ma for the focused frenzy before the due date. We checked in with Kohler associates from around

the world to see what music they listen to at work. When they need to get crazy with creativity. And when they need to tune out everything but the deadline. Their answers, as you might expect, are wonderfully varied. Turn the page to see what music inspires Kohler associates to bring you innovative products for your kitchen and bath.

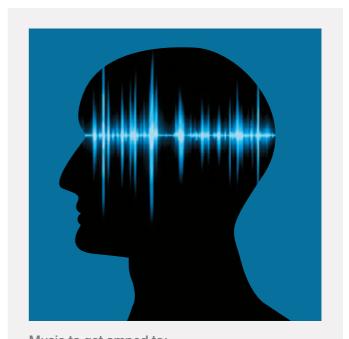
Barry Glasford Human Factors Analyst - Kohler, Wisconsin



Music to concentrate to:

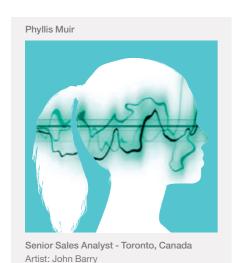
Artist: Jimmy Buffett

Album: Changes in Latitudes, Changes in Attitudes



Music to get amped to: Artist: Asleep at the Wheel Album: Asleep at the Wheel

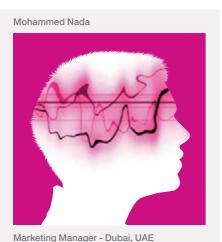
Kohler employs 30,000 associates in over 17 countries around the world. Each associate has different talents, goals and tastes. They all, however, have one thing in common:

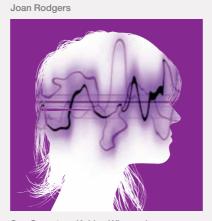


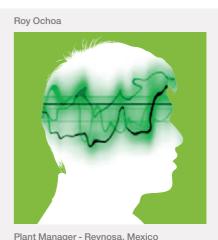
Album: Out of Africa











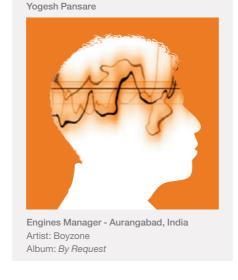
Marketing Manager - Dubai, UAE Artist: Om Kalthoum Album: You're My Life

Spa Operator - Kohler, Wisconsin Artist: Sounds of Kohler Waters Spa Album: A Musical Journey Through Water

Plant Manager - Reynosa, Mexico Artist: Peter Frampton Album: Frampton Comes Alive



Album: Geogaddi





Music gets them thinking freely & working more creatively. And we like that!

Kathryn Griffiths

Marketing Assistant - United Kingdom Artist: Emeli Sande Album: Our Version of Events

Emmo Xu

Communications Specialist - Shanghai, China Artist: Coldplay Album: *Mylo Xyloto*



Senior Sales Analyst - Toronto, Canada Artist: Queen Album: *Greatest Hits*

Roy Ochoa



Plant Manager - Reynosa, Mexico Artist: Johannes Linstead Album: *Guitarra del Fuego*

Joan Rodgers



Spa Operator - Kohler, Wisconsin Artist: Bruce Springsteen Album: *Greatest Hits*

Mohammed Nada



Marketing Manager - Dubai, UAE Artist: Michael Jackson Album: *Bad* or *Thriller*

Gloria Breeds



Human Resources - Auckland, New Zealand Artist: Soul Flutes Album: Trust in Me

Yogesh Pansare



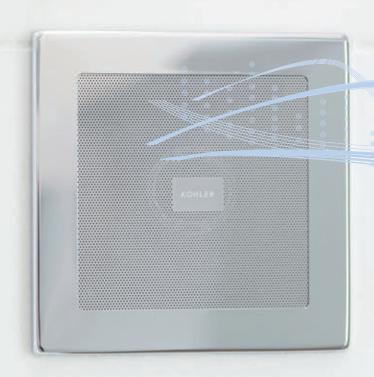
Engines Manager - Aurangabad, India Artist: Ajay Atul & Guru Thakur Album: *Natarang*

Patrick Fox



Art Director - Kohler, Wisconsin Artist: Sex Pistols Album: Never Mind the Bollocks

So much for your morning routine...



Bring music into any space with KOHLER Amplifier. Affordable and super simple to use, the Amplifier can be added to the bathroom, living room, patio ... anywhere you want to cue up a playlist.

- Syncs with up to 8 Bluetooth® devices great for a shared space
- Wireless connection extends up to 30 feet from amplifier
- Mounts easily inside a cabinet barely the size of a paperback
- Connects up to 4 waterproof KOHLER® SoundTile® speakers in finishes that match KOHLER faucets or any 4 standard 4- or 8-ohm speakers
- Delivers a clutter-free, superior sound system for any room in the house







Transform your KOHLER_® medicine cabinet into a sleek stereo system with the new StereoStik audio solution. Complete with radio, MP3 input and quality speakers, StereoStik lets you tune in to your favorite DJs every morning or unwind with a mellow playlist each evening. Designed to work with KOHLER 26" tall, surface-mounted medicine cabinets, the speaker panels simply install on either side of the cabinet. No added clutter. No awkward earphones. Just seamless stereo sound.

- AM/FM radio
- Digital display with clock
- Auxiliary input with cable for connecting to MP3 player
- Audio control panel can be mounted easily on left or right side

HAVE YOU DISCOVERED?



KALLISTA

CELEBRATING 85 YEARS OF KOHLER COLORS

Museum of Art in New York City features KOHLER® fixtures in black - a design statement for the time. An industrial design exhibit at the Metropolitan

colors to the KOHLER color palette -Kohler Co. adds bright, lively accent

another industry first.

bold KOHLER design and color with the tagline THE BOLD LOOK OF KOHLER®. "Bud" Grube captures the essence of Kohler Advertising Manager Armond

KOHLER color palette, as are the first Vapour... colors are introduced to the 'dimensional" colors which feature textured, three-dimensional color. Kohler partners with world-renowned designer and all-around color evangelist Jonathan Adler to launch four new colors available on select KOHLER kitchen and bathroom sinks.

1927

Lavender – the industry's first colors

available on plumbing products.

Autumn Brown, Spring Green and

Kohler Co. introduces Old Ivory,

1929

1967

2004

2012

KOHLER'S SPIN ON THE COLOR WHEEL

When you come right down to it, color is just visible light. Long and short waves that bounce around in the world before hanging out with our cones and rods. A physical phenomenon with no intrinsic value, good or bad. But all that doesn't begin to explain our personal, often passionate, relationship with color. Why are we drawn so irresistibly to our favorite colors? Why do some colors "feel" comfortable or exciting, and others leave us completely cold?

Our responses to color may be partly instinctual, a remnant of earlier evolutionary selves. Certainly culture plays a role in the connotations we give to color: it's why we celebrate white weddings in the U.S., while white is reserved for commemorating the dead in East Asia.

Individuality also plays a part in our responses to color—quite literally. The natural ability to see hues, shades and tints of color varies from person to person, a bit like physical coordination.

Color's tendency to shift with the light makes seeing color accurately all the more difficult. And it makes designing and reproducing color that looks exactly the same on enameled cast iron, vitreous china and acrylic – no matter the light source – a daunting task. At Kohler, a specialized color team makes sure it's done right.

Introducing a new color to the KOHLER palette starts with more than a year of research including studying the cyclical patterns of color trends. "For example," says Nancy Yusko, Kohler's lead color designer, "historically, we'll see dark, saturated colors like deep burgundies and mossy greens after an economic downturn." To forecast the success of a new color, the team juxtaposes recent styles in fashion, art, architecture, interiors and product design against centuries of color history.

Once a color has been approved and engineered, Kohler manufacturing takes over, producing a master color tile against which every pottery and foundry is calibrated and all products evaluated. For the last 25 years, Kohler has relied on the expertise of Deb Hoerres, one of those rare individuals who gets a near-perfect score every year on the Munsell Hue Test which involves organizing a series of 85 color chips by hue. Deb ensures that KOHLER colors are uniform across all products.

Armed with master tiles, a light booth and crazy-good eyes, Deb can visually discern if a color is ever so slightly more green or red, blue or yellow than it should be. This season Deb is making room for four bold new KOHLER colors, designed with Jonathan Adler, designer, and lead judge on Bravo's *Top Design*. For Adler, color is all about surprise and joy. "Your home should be happy. You should feel like you're walking into your favorite song on the radio. Color sets the mood; it's the first thing you notice when you walk into a room."



COLOR BATHROOM



Remember all those rules about color in the home? Like not using dark colors in small spaces and avoiding mixing patterns or bold colors? Jonathan Adler says to ignore them and "go mad" with color. "One rule of color is that there are no rules," Adler insists. "If you love it, you can make it work." The trick is identifying just what it is you love.

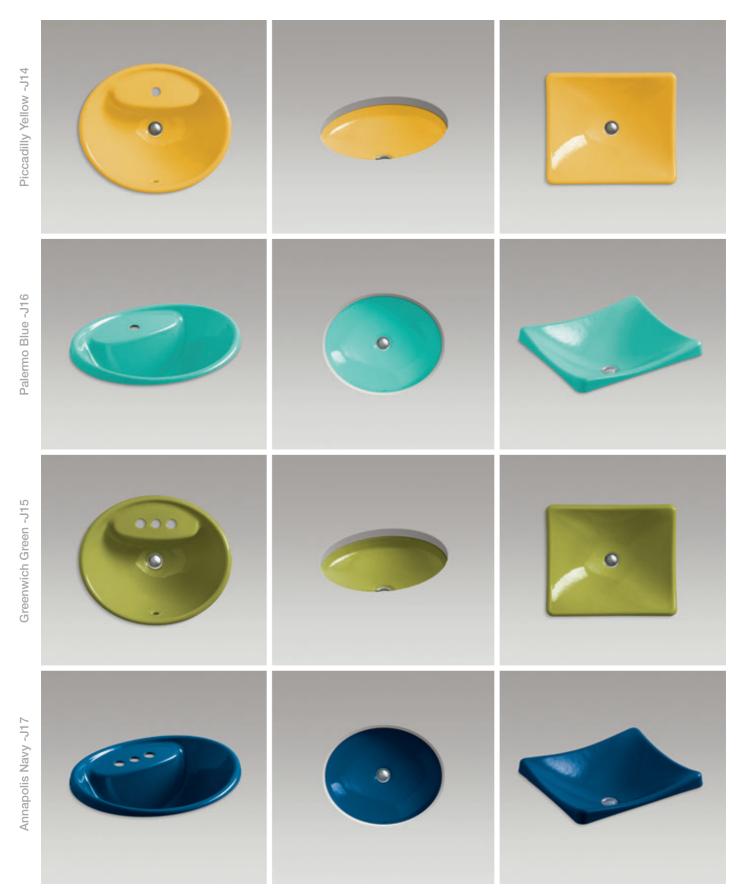
"One rule of color is that there are no rules." Sonu Mathew, senior interior designer at Benjamin Moore & Co., encourages people to discover what they respond to visually by creating a portfolio of inspiring images from shelter magazines and design websites. Learning what feels safe and what feels daring will help you understand which color and design scenarios trigger positive emotions.

Bringing color fixtures into the bath or powder room as the foundational pieces gives you the freedom to play with different accent combinations –

"If you love it, you can make it work."

monochromatic palettes, complementary colors – anytime you want a change. Bath accessories, towels, soap dispensers and paint can all freshen up the look, but the color fixtures always anchor the room.

PRODUCTS BATHROOM



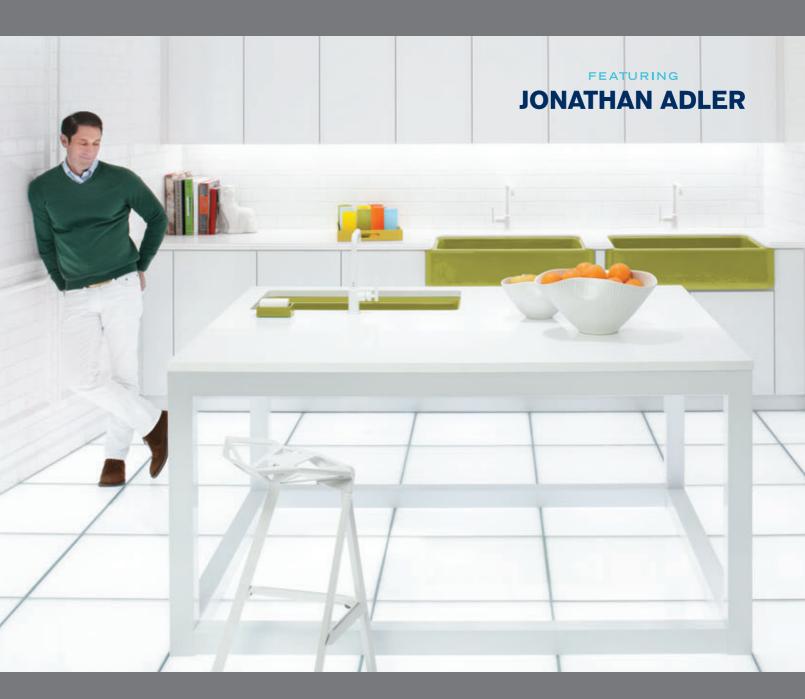


Riverby_® K-5871-5UA3 Whitehaven_® K-6489 Iron/Tones_® K-6625

Palermo Blue -J16

Greenwich Green -J15

27



COLOR KITCHEN



Color has exploded in the kitchen in recent years: everything from simple cooking tools to table linens and appliances. Add dozens of options for counter and cabinet colors and textures, and the combinations are limitless. In this "anything goes" era, it becomes all the more appealing to design a space that is uniquely your own.

Designers tend to ask two essential questions when they're creating a color palette for the kitchen, or any room for that matter: How do you use this room? How do you want to feel when you're in

the room? The answers to these questions shape the types of palettes designers begin to explore for their clients. Maybe the kitchen is the place you go to be creative and experiment. So exciting pops of color and surprising combinations inspire and stimulate your imagination.

With the incredible range of countertop options that exists today, working color into the kitchen is fairly easy. A colored sink can accentuate the subtle flecks or variegations in stone or other solid surfaces for a look that stainless steel

simply can't approach. You can draw out shades that complement the overall palette of your home or colors that reflect the emotion you want to feel every time you enter the kitchen.

"You know how a favorite T-shirt or article of clothing makes you feel comfortable and confident," Yusko asks. The notion she's getting at is much the same as Adler's "if you love it" philosophy: think of your home not as a showpiece of good taste but as an inviting, joyful expression of your taste.





GREENWICH GREEN

growth, Safety, RENEWAL, Peace, abundant, simple, HARMONY, VİVACİOUS, NATURE, well-being, clarity, balance, PRECISION, Grace, elegance







Palermo Blue

seaside, Serenity, Youth, Sky, calm, peace, INTEGRITY, health, TRUST, loyalty, retro, FEMININE, Worldly, fresh, mysterious, SPIRITUAL, COOI, RIPPLE







ANNAPOLIS NAVY

power, Confidence, **security**, **sophisticated**, nautical, *unity*, **STABILITY**, authority, EXPERTISE, **depth**, masculine, **knowledge**, **classic**, chic, *teak*, **BRASS**





Piccadilly Yellow

sunlight, youth, **joy, citrus**, energy, *summer, SIZZLE, stimulating*, BRILLIANCE, hope, optimistic, **warmth, wisdom**, spontaneous, *intellect*



Piccadilly Yellow

On Being Bold The History of Kohler Advertising

Great advertising takes brass. And you don't have to be a fan of *Mad Men*'s Don Draper to know it. When one ad out of the dozens that flit daily across screens and pages and billboards gets your attention, you know it has something the others don't. The brightest examples are often the ads that take the biggest risks, and in doing so, build something new – an idea, a language, a look – that expands the cultural landscape.

In 1967, when Kohler introduced its iconic tagline THE BOLD LOOK OF KOHLER® to showcase daring new colors for plumbing fixtures, the company made a promise to be audacious. A look at the history of Kohler advertising reveals a longstanding tradition of taking chances, from becoming the first plumbing company to advertise directly to consumers to developing the fantasy worlds of *As I See It* print ads and the edgy scenarios of *Bold Moments* television ads.

Kohler has made compelling, imaginative communication a priority for more than a century. Although advertising has evolved to iPhone® apps and virtual magazines from handbills and newspaper ads, the desire to introduce extraordinary products in extraordinary ways is part of the company's DNA.

Screen Adaptations

Fundamentally, advertising is the art of telling stories. The best ads, like the best novels and films, tell us something about ourselves, articulate our desires and capture the zeitgeist of a generation. Even Hemingway, the master of efficient prose, seemed to appreciate the relationship between advertising and narrative. When he rather famously claimed he could write a story in ten words, he made good on his promise with an ad: "For sale: baby shoes, never worn." Brilliantly, if unwittingly, Hemingway illustrated the provocative power of advertising. The stories of Kohler's most memorable and successful ad campaigns of the last century made their mark with glamorous imagery, surreal scenes and humorous fictions. (Albeit typically not all at once.)

Following Hemingway's lead but opting for lighter subject matter, Kohler television ads have earned the company a reputation for wry humor and resonant commentary. Working with a national advertising agency to create the *Bold Moments* series of commercials, Kohler has introduced a memorable cast of characters with exquisite timing. Take the blind partygoer who, after letting his hands linger over the details of a KOHLER® sink and faucet in the host's

Opposite: Synonymous with the KOHLER brand, the iconic logo debuted as a tagline in 1967 and was introduced in its current form in 1977.

THE BOLD LOCK OF KOHLER®





spectacular modern home, returns to his companion and quips, "You should see the bathroom." Or Miss Dimitra, the lovely Greek maid who rejects wedding proposal after proposal from the handsome young men whose kitchens she cleans. No words are needed when, immediately following her discovery of the Karbon_® kitchen faucet in a new client's home, she appears as a happy bride arm in arm with her, shall we say, "not traditionally handsome" groom.

These vignettes begin with familiar enough storylines – a house party, men competing for a woman's heart – yet sooner or later they take an unexpected turn that leads to a delightfully surprising conclusion. The equivalent of 30-second sitcoms, *Bold Moments* celebrate unconventional interludes in conventional lives. And always, a KOHLER® kitchen or bath product is key yet also peripheral to the drama, where the narrative takes center stage. Never embroiled. Endlessly poised.

Defining Times

The legacy of Kohler print advertising stretches back to the early 1900s. Believing innovative industry "firsts" should be communicated in an equally innovative manner, the company invested in full-color print ads. Browsing these ads from the past hundred years is like perusing the history of America. They took the temperature of the times and used the lexicon and visual language of the moment. While all of the ads reflect nuanced shifts in style and design, two definitive introductions in the timeline stand out: THE BOLD LOOK OF KOHLER® tagline and the *As I See It* ads.

Opposite: "Plane" is the second in a series of As I See It ads designed in 2008 by Mark Holthusen.

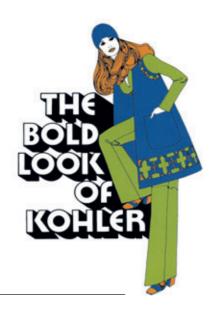
Above: Stills from the latest Bold Moments commercial narrate the journey of an exiled lover with his prized possessions, including the Tresham, collection.

No one really could have predicted the profound effect THE BOLD LOOK OF KOHLER® advertising campaign would have on the company. The 1960s were a time of unfettered experimentation that posed a giddy challenge to social conventions. The work of civil rights and feminist activists effected enormous change, and the entire country, including Kohler, responded to this new focus on individual freedom, choice and expression with an explosion of creativity. Reflecting on the tagline, Herbert V. Kohler, Jr., Chairman and CEO of Kohler Co., recently remarked, "I do not believe truer words were ever spoken. These words have become a reflection of the way we live."

The 1980s saw Kohler's introduction of the critically acclaimed *As I See It* series. What united these seemingly dissimilar ads was a shared concept that likely found its inspiration in an older work of art whose reverberations continue to be felt even today.

In 1917, French conceptualist Marcel Duchamp submitted his famed *Fountain*, an ordinary men's room urinal, to the exhibition of the Society of Independent Artists in New York. Duchamp's act of recontextualizing this seemingly mundane object in a fresh and unfamiliar setting, of questioning the very nature of what art is, was an idea that would endure.

Nearly 60 years later, the *As I See It* series placed artfully created KOHLER® products in unexpected, original settings that allowed the viewer to see them in ways they could not have anticipated. By stripping these supremely utilitarian objects of their intended functionality and placing them in startling contexts, the bold designs become the focus.



Above: "The Kohler Girl" personified THE BOLD LOOK OF KOHLER in advertising of the late 1960s and 1970s.

Opposite: A small selection of the thousands of print ads Kohler has created over the last century. 1915 - 1928

1929 - 1944













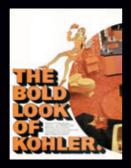


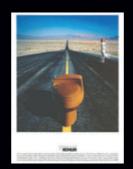
























































Evolution of Advertising

The History of Kohler Advertising Continued

Recently, Kohler introduced Numi, an outrageously sophisticated toilet with an equally sophisticated advertising campaign. With print, video, mobile and Web components, as well as exhibits and displays, such a campaign is no small undertaking. For Tristan Butterfield, Executive Creative Director at Kohler, it meant assembling a team of people who are among the best in their field. Butterfield and the Ammunition creative studio drove the project, but the effortless collaboration between Kohler, Ammunition, photographer Paolo Zambaldi, Logan Productions videographers and the Marmol Radziner architecture firm made it all come together.

"Before there's any real discussion of a 'look and feel,' the first part of the process is highly rational," says Matt Rolandson, Ammunition partner, stressing the initial research that grounded all the creative. The group began with a detailed exploration of the cultural connotations of bidet toilets on the West Coast and in China, where the product would launch, and eventually settled on the notion of "the ultimate toilet," like BMW's "ultimate driving machine."

This idea resonated with earlier expressions of THE BOLD LOOK OF KOHLER_® – particularly the 1970s image of a San Raphael_® toilet planted squarely in the middle of the road, a vanishing point in the far distance. On the one hand, it's outlandish. On the other, it's a statement of American power and confidence that's hard to argue with. Putting this concept into the visual and textual language of the 21st century became the challenge.

While the San Raphael has a low profile perfect for associating with the raw strength of a muscle car, the Numi toilet has a much more refined, geometric silhouette – more Hollywood

Opposite: Flow Chart – Once Kohler's new product development team designed Numi, Kohler Creative and Marketing collaborated with a core team to create the ad campaign. Sketch – Early concept of the Numi display constructed by Marmol Radziner.













glamour than open-road grit. Iconic L.A. architecture was required, and the instantly recognizable Stahl house was an obvious choice. "Maybe too obvious," Butterfield admits, but he fell in love with the location the moment he drove up. Nothing else compared. It's a nostalgic nod to the L.A. of the early 1960s: daringly modern architecture preserved in Julius Shulman's photographs and the Hollywood of Hitchcock.

After reviewing a number of photographers' work, the team brought Italian photographer Paolo Zambaldi on board. His fashion and editorial work has a larger-than-life, cinematic quality that felt right for Numi_®. Zambaldi researched hundreds of vintage film stills to recreate the layered, extemporaneous effects and give the campaign its filmic sensibility. His Numi images became the linchpin of the campaign, capturing the voyeuristic moodiness that in large part defines Hollywood.

In true Hollywood fashion, a script sets the scene: a beautiful couple, a home that isn't theirs, a lifestyle that may not be entirely legitimate, a quarrel The story guided everything, from the models' clothes to their postures and positions and the angle of the shots. It is the intrigue that compels the viewer to look again, to catch a glimpse of something just below the surface.

Rolandson acknowledges that, like the San Raphael® on the road, "It's totally ridiculous to have the Numi toilet in the middle of the Stahl house living room." Some might call it audacity. One thing's for certain: it takes courage to believe that the careful layering of visual and conceptual elements will add up to a declaration of the ultimate in confident elegance. It's a bold move, the kind of risk that great advertising takes. When people look back fifty years from now on the history of Kohler advertising, if the Numi campaign stands out, Kohler will know the gamble paid off.

Above: Numi for smartphones and tablets; Numi on the Web and Conan video spoof of Numi; and Numi trade show display.

Pages 48 & 49: Behind the scenes at the Stahl house during the Numi photography and video shoots.



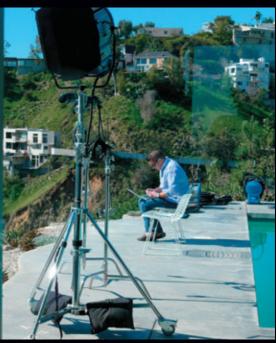




































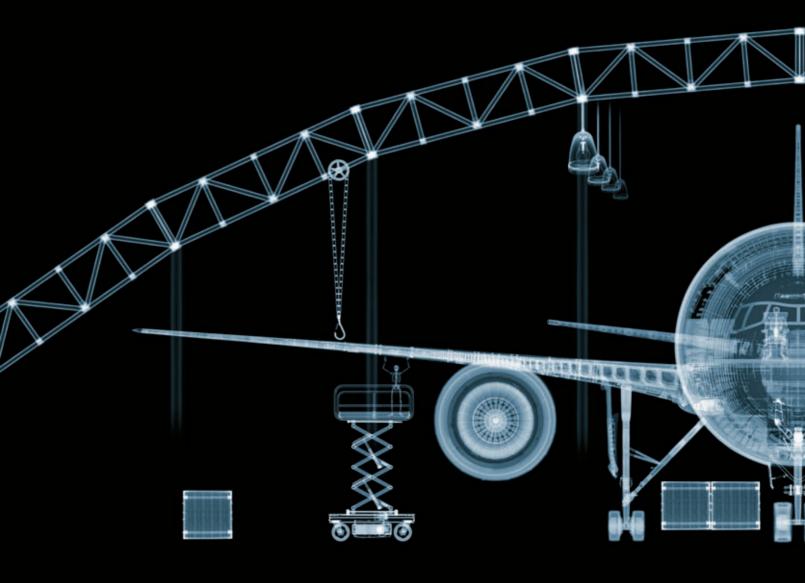
-Ray Vision

There's an eerie familiarity about British artist Nick Veasey's life: the crucial fascination with science, the personal laboratory yielding accidental discoveries and the eminently likable and hard-working protagonist. That's right ... the life of a superhero. Take one look at Veasey's body of work, and it's easy to imagine superhuman powers. His detailed x-ray images of objects – large as a Boeing 777 and tiny as a beetle carcass – offer an unusually intimate vision of the world.

Veasey was working as a photographer over twenty years ago now when he was given a commercial assignment to x-ray a soda can. Since then he's x-rayed close to 5,000 objects; his images have been exhibited around the world; and his commercial business is booming. The films from that initial day of experimenting, first with a

soda can and then with his own sneakers, were transformative to say the least.

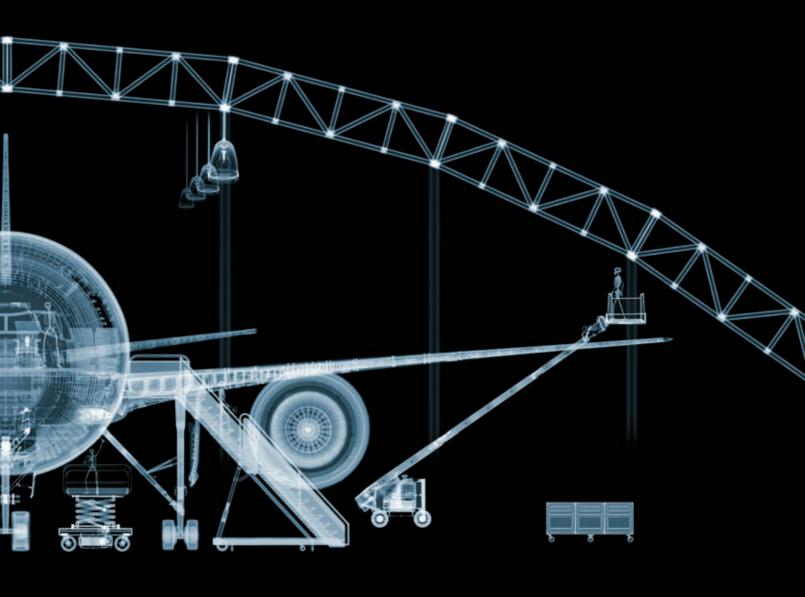
Compelled since he was a child to investigate the inner workings of gadgets and machines, Veasey is drawn to the honesty of the x-ray process, its ability to strip away layers and reveal the bare bones of pretty much anything. It's a bit like a truth serum in an age obsessed with image and celebrity. The sincerity of x-ray works on multiple levels, providing an immediacy in the transaction between object, x-ray and viewer. The elemental design of an object becomes crystal clear, unsullied by slick packaging and image dressing and, as Veasey says, "People get it."



In-X-act Science, X-quisite Results

Like light and radio waves, x-rays are electromagnetic energy. Their shorter wavelength and higher energy level allow them to penetrate objects, some more readily than others. To create images of everything from delicate seedpods to silhouettes of faucets, Veasey makes an educated guess at exposure and intensity

levels. His "guesses" are based on years of experience and the notes he's jotted down for every x-ray he's ever made—mere seconds for fragile petals, long minutes for the solid brass of a faucet. Each item is placed on a sheet of x-ray film and x-rayed. To draw out minute details, Veasey makes several images which are



layered in Photoshop, almost like a palimpsest, to create one crisp, elaborate image. The clarity of the final x-ray image belies the complexity of the process itself.

Perhaps his most ambitious and well-known project, the life-size Boeing 777 x-ray, is also the best expression of

Veasey's dedication to the process. Commissioned by the design firm Pentagram for a service hangar at Boston's Logan International Airport, the finished product is a synthesis of over 500 images overlaid and puzzle-pieced together. Over the course of a year, Veasey and his team made their way through a cargo truck filled

with Boeing plane parts. Limited to a maximum film size of about 14 by 17 inches, larger parts required more than one image in addition to multiple exposures to obtain sharp detail. Boeing provided the parts and a blueprint of sorts to guide the work. Veasey brought the skeletons.







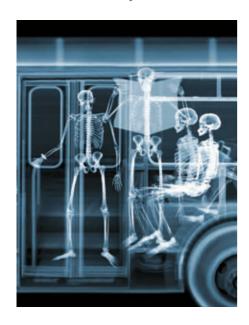


Skeletons X-posed

While machinery and all its moving parts remains an endlessly intriguing subject for Veasey, more often than not it's the interaction between human beings and their machines that his final images convey. The effect is achieved using skeletons held together by rubber suits rather than pins.

"It gives the machines context and brings the image to life."

And, depending on your perspective, interjects a lighthearted or somewhat sinister commentary.



X-raying anything living is out of the question for Veasey, given the likely fatal consequences of long exposure times. The sequences that feature animals and aquatic life follow his rule that anything natural must already be deceased. So, hunting down specimens from universities and museums is all part of the job.



Hazardous in the X-treme

Although x-ray technology has become ubiquitous, you'd be right to assume that finding access to a safely functioning x-ray machine isn't a piece of cake. Today x-ray is used in industries from healthcare to manufacturing, not to mention airport and border security. Still, it's not like the local hardware store is stocking x-ray machines for the x-ray hobbyist.

When Veasey began working with x-ray, the only way to explore the medium was to rent time and the equipment at an industrial x-ray lab. Throughout the years he has managed to purchase his own equipment mostly through manufacturing suppliers (though you really can find anything on eBay).

Just recently Veasey built a stateof-the-art lab and studio in the Kent
countryside on the site of a former
NATO communications station. Not
a light undertaking, the concrete lab
requires licensing from the British
government to operate and features a
lead-lined floor and walls to absorb
the radiation. After twenty years of
working with x-ray, Veasey is hyperaware of the potential danger and
vigilant about safety protocols. And,
should the hazards slip his mind, his
wife is sure to remind him.



X-tracting the Essence

Years of seeing through what's extraneous and homing in on the fundamental character of an object, natural or man-made, have given Veasey an enhanced appreciation for the simplicity of good design. "The best pieces of design are really straightforward."

Kohler's collaboration with Veasey in x-raying plumbing products, faucets in particular, offers an objective look at their design and construction. For example, while the industrial designer

of Toobi_m may have imagined the faucet as an exploration of contemporary simplicity, ultimately the final x-ray offers an impartial evaluation of the success of that endeavor.



Toobi faucet (K-8990-7)

"There's an ethos
of quality that runs
through American
design at its best," Veasey
says, citing classic midtwentieth-century auto
design. "And Kohler's
part of that legacy."

Future X-periments

X-ray will undoubtedly be Veasey's medium of choice for years to come. However, when asked about additional technologies he might like to experiment with, he's quick to say MRI and microscopic images. The thought of tinkering with different scales and perspectives clearly holds appeal. No matter the technology, the impetus behind Veasey's work remains the same: to look beneath the surface of things, to shine the penetrating light of x-ray on the world.





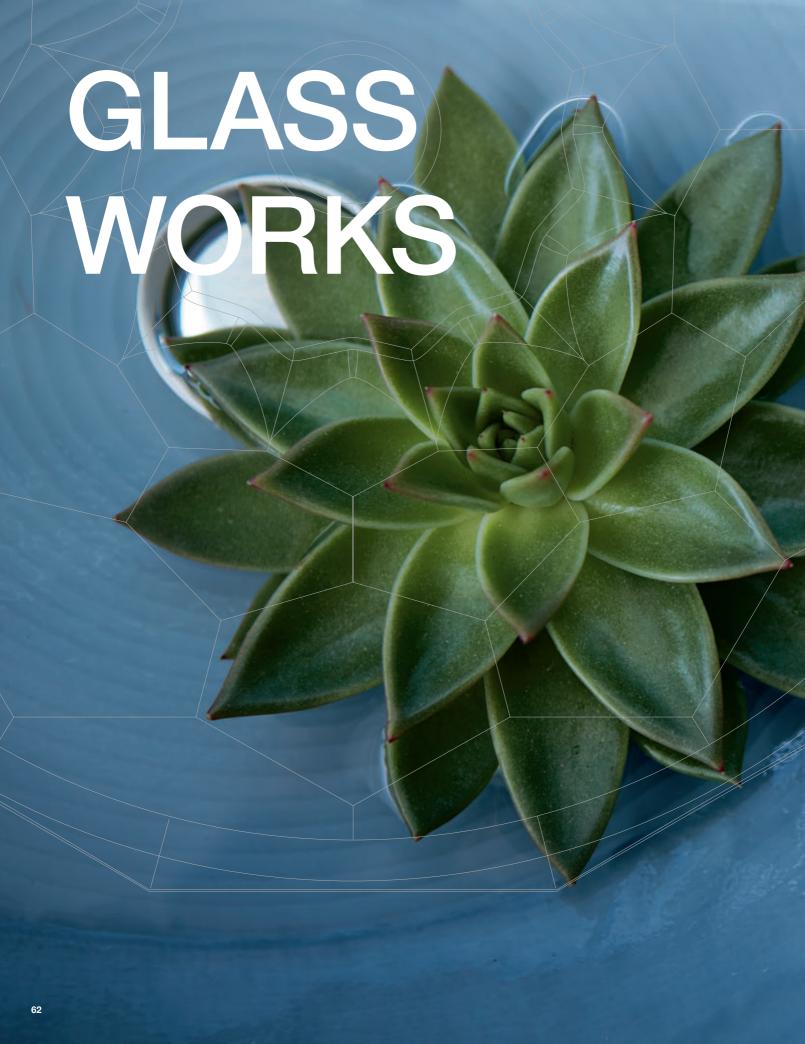




Abundant, customizable storage. Convenient, integrated lighting. Interior outlets and cord management. Made of 60 percent recycled material. **Uplift** mirrored cabinets from Robern offer refined, contemporary solutions that reimagine the grooming space, perfecting the details that others overlook.

Visit robern.findlocation.com to find a Robern® showroom near you.







Spice jars. Crystal snifters. Tiffany lampshades. Light bulbs. Skyscrapers. Fiber optics. Telescopes In some ways glass is the perfect material. Chemically stable, it doesn't react with other materials, so in the science lab or the kitchen, glass is a peerless container. Unfazed by high heat and frigid cold, it's inherently strong and flexible. Even recycled, glass keeps a constant molecular makeup. So the potential for brilliance is always present, each time it enters the fire anew.

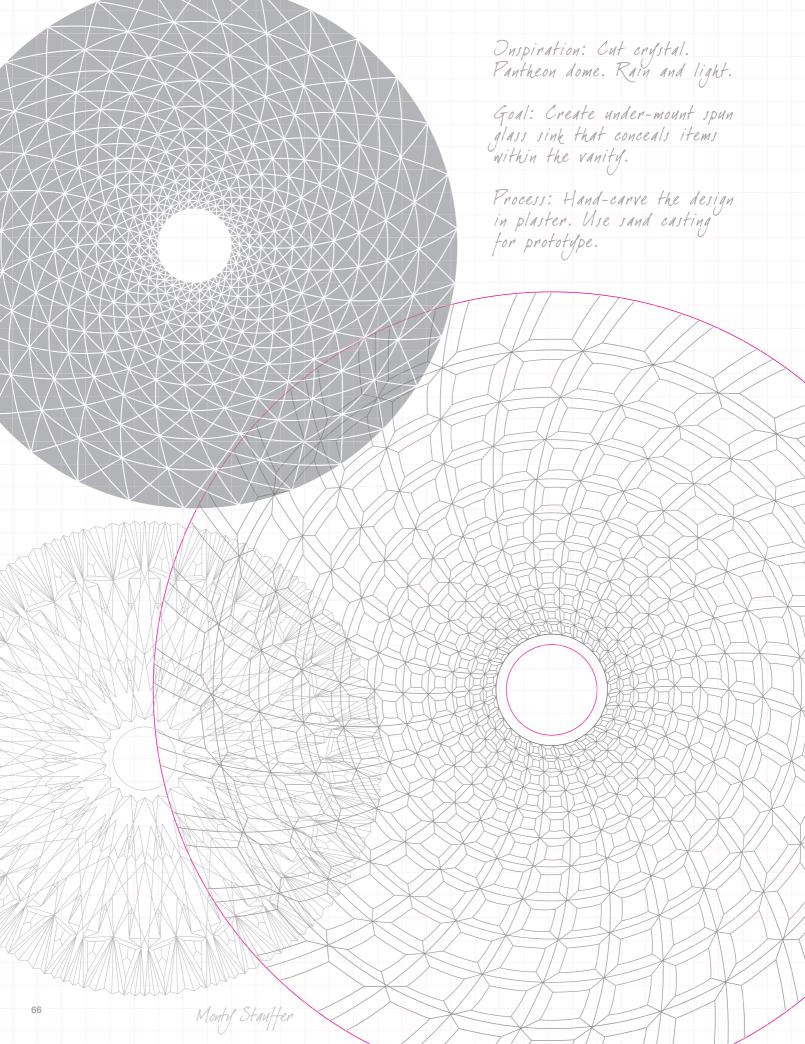
While glass occurs naturally as obsidian in the wake of volcanoes and as fulgurite after a lightning strike, manufactured glass has been a coveted possession and a call to innovation for artisans for more than 4,000 years. Indeed, the story goes that an early inventor of tempered glass was invited to the court of Tiberius Caesar, emperor of Rome from 14 to 37 A.D. Upon meeting the glassmaker, Tiberius promptly had him beheaded, lest the bottom drop out of gold and silver in light of his valuable discovery. These days, the trials of contemporary glass artisans arise more from the material itself. "Glass wants to do its own thing," says Monty Stauffer, Industrial Designer at Kohler Co. For the small team that developed Kohler's glass manufacturing program from the ground up in 2005, this quality is the source of the frustration, the challenge and the thrill of working with glass. "Every day is different with glass," says glass operator Kevin Wilmot. "That's what keeps it interesting."



OUT OF THE FIRE

- 1. A powdered mix of sand (silica), soda and lime along with gray and cobalt pigment is fed into the forehearth furnace. It has to be roaring at 1700°F for the silica and minerals to melt and fuse into liquid sodalime glass ready to be shaped.
- 4. Cast glass sinks, like
 Antilia₀, are produced by first
 simply filling a mold. The glass
 is placed in a special annealing
 oven, where it cools at a very
 controlled, slow pace up to
 three days. The trick with a sink
 as large as Antilia is to give the
 glass time to "set up," so flow
 lines (like ripples) can settle.
- 2. The delivery of the glass to the die is critical to the success of our products. The texture of the sink's exterior is determined by the die and whether it is carved, heated or cooled.
- 5. Pressed glass sinks, like Whist, are the most demanding sinks to create. Poured into a die and pressed or stamped into a shape, these sinks require attention to a number of variables. While the process allows the team to explore a variety of shapes, the weight and pressure need to be exact.
- 3. Spun glass sinks, like Facet, are manufactured by spinning. Centrifugal force pulls the molten glass up the side of the die. Cooling as it spins, the glass sets like frozen water.
- 6. Slumped glass sinks, like Tracery, are the one type of sink that doesn't begin in the furnace. Instead, a sheet of glass is placed in a specialized glass oven that heats only the basin area. Once that area becomes more viscous, it droops or "slumps." The glass is slowly cooled to a smooth, uniform vanity-top sink.







WHEN LIGHTNING STRIKES

Progress in the world of glassmaking frequently seems to stem from a happy combination of skilled craftsmanship and serendipity. This is true at Kohler and of glassmaking in general: CorningWare, for example, developed from the unexpected overheating of a furnace. Each Kohler glass design, including the Kallos® sink, has been a learning opportunity, an exercise in what's possible.

Inspiration for the Kallos sink really began as a series of questions the team set out to answer. How do you create a glass sink that makes use of the under-counter space? What's the best way to conceal items below the counter while showcasing the qualities of glass? Armed with the knowledge gained from earlier spun glass sinks like Pallene, the team dove in.

In order to design a solution, Stauffer did what any designer would — he went shopping. Making his way through department stores and boutiques, Stauffer studied fine crystal, investigating how different cuts capture the light. He also drew on personal experience. "I had the great fortune to watch rain fall through the domed ceiling of the Pantheon in Rome," Stauffer says. "It was incredible to see and a huge influence on this design."

But the final pattern is the result of one of those fortuitous surprises. Originally, each facet was to be a flat square. Creating the die, however, resulted in unexpected path lines that give each facet greater depth and complexity. Fortunately, recognizing a good thing when they see it is one of the team's specialties.

BREAKING INTO GLASS

"It's not possible," is a phrase the Kohler glass team is used to proving wrong. When the program was in its infancy, the team reached out to established glass manufacturers and was told repeatedly that what they wanted to do couldn't be done. So they built their own prototype glass feeder and figured out how to get glass into molds. The team learned how glass sets up, where bubbles and lap lines form, and how chill marks result from hot glass striking a cold die. Seven years later,

that's still how the core team of six works — always testing just what's possible.

One of the benefits of being a small, hands-on team working with a new material (new for a company that's been manufacturing enameled cast iron for almost 140 years) is the ability to try anything. If he's working on a new design, Stauffer can create a sand casting in the morning, and the team can be pouring glass in the afternoon. "Much of the inspiration,"







he says, "comes from the process itself." For example, the Briolette sink was originally designed with a straight rim. In developing the die, however, they found that spinning naturally created the sink's beautiful scalloped edges.

For the Kohler glass team and the company itself, exploring the limits of glass manufacturing has barely begun. To remain on the leading edge of design and innovation, Kohler is always looking ahead -10, 20, 50 years

down the road. Research and development teams search out revolutionary ideas and technologies that not only move the industry forward but — and even more important — have the potential to make a positive impact on the world. Markus Kayser's Solar Sinter project is all that and more. Turn the page to meet Markus.

Shown below:
Facet® K-2368
Pallene® K-14016
Briolette K-2373
Spun Glass® K-2276
Toric® K-2371
Lavinia® K-2367









MEET MARKUS



Markus Kayser has recently garnered a fair amount of attention in the industrial design world. Creator of the Solar Sinter machine, he has introduced an entirely new way of thinking about sustainable manufacturing. Basically, Kayser uses a solar-powered 3-D "laser" printer to sinter or fuse desert sand into glass objects, from a simple bowl-shaped vessel to an intricate abstract artifact.

Designed specifically to operate in the desert where there is an endless supply of both sunlight and sand, the Solar Sinter could theoretically manufacture glass objects indefinitely. Or at least until its mechanical parts wear out. And, given the capability of 3-D printers to turn complex program coding into just about anything, the possibilities truly seem endless.

While a practical application of Solar Sinter may yet be a long way off, Kohler Co.'s interest lies in the important implications it raises for the kitchen and bath products industry. Aligned with the company's core values, Kayser's vision has stewardship at its core. Bringing sustainable laser manufacturing to remote areas of the world could offer local communities a reliable means of income without a negative effect on energy or raw material resources.





- 1. Over a period of hours, an object like the glass bowl is created. It cools still buried in the sand. Then the glass is ready to be dug out.
- 4. The entire machine-motors, electronic board, keyboard and LCD screen-is run off of a 12V solar battery charged by a solar panel.
- 7. The base of the machine is a box of sand with a moveable platform. The box contains the object as it is printed or built layer by layer.

- 2. Thanks to open source and the online community, Kayser obtained everything from software to blueprints and the $4.6' \times 3.3'$ Fresnel lens.
- 5. CAD drawings are loaded to the machine as code that directs the machine to move side to side, forward and back, and up and down.
- 8. The lens focuses a beam of light that heats the sand to between 2552°F and 2912°F, fusing the silica and other minerals.

- 3. Moving at 1 mm per second, the machine sinters one layer of sand. The platform lowers and a new, very thin layer of sand is poured and leveled.
- 6. Electronic sun-tracking devices automatically rotate the machine and move the large lens horizontally and vertically so it faces the sun.

KOHLER.com 73



Kohler's sponsorship of
Kayser's work is allowing him
to build a second, improved
machine back at his family's
farm near Hannover, Germany.
Once the machine is complete,
Kayser will drive from Germany
to the deserts of Morocco.
There he'll live for a month,
testing the machine and
producing a series of glass
objects. You can see video of
Kayser building the machine
and view updates from the
desert as they become available
on the Kohler app.

For Kayser, this project synthesizes a number of his longstanding preoccupations, particularly the intersection of technology, nature and industry. Inspired in part by a futuristic portrayal of glass roads and channels melted into the desert from a 1933 issue of Modern Mechanix, Kayser's work implies that the future may well have arrived. For Kohler, a future that could bring locally and sustainably produced sanitary ware to areas where there's an urgent need is well worth supporting.

While the objects that have emerged thus far have an almost otherworldly beauty, the point of Solar Sinter has never been to create works of art. Rather, Kayser hopes to spark a larger conversation about sustainable production. And it's working. He's heard from people around the world-ideas from building desert architecture to developing industry on the moon. There's a buzz about Solar Sinter, a real sense that, as Kohler glass operator Kevin Wilmot insists, "You can do just about anything with glass."





- 1. The quality of light has been a fascination since his childhood on the farm where Kayser made lamps as a hobby.
- 4. A month in the desert should provide the opportunity to create a series of three glass objects a rudimentary production line.
- 7. Designs for the objects may include an amphora, because of its use as a water-bearing desert vessel, and angular objects more intuitively linked to industry.

- 2. Preparing the electronic board, which Kayser will operate from a keyboard, requires knowledge of soldering and having a soldering gun at the ready.
- 5. The Fresnel lens for this machine is quite a bit larger than the first one and had to be special ordered from Japan.
- 8. Kayser credits his propensity for invention to his father, an adept improviser who repurposes materials as needed on the farm.

- 3. Building the Solar Sinter from scratch for the second time, Kayser machines all the aluminum and steel components himself.
- 6. Before settling on the current Solar Sinter machine, Kayser contemplated a number of machines, including a type of land rover that left sintered glass coins in its wake.

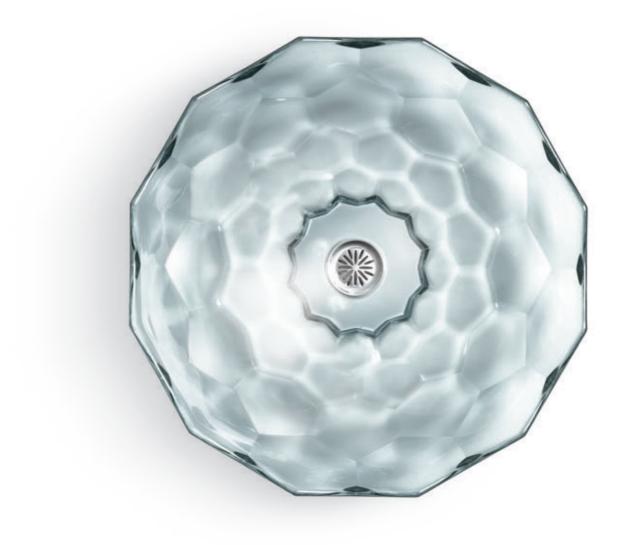


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GO BEHIND THE SCENES WITH MARKUS KAYSER IN GERMANY AND MOROCCO.
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The Next Generation

KOHLER® Premier Showroom







Experience innovative KOHLER kitchen and bath products firsthand at a Premier KOHLER Showroom. Try out the latest designs and technologies, discover styles to suit your home, and plan your dream kitchen or bath with the help of expert design consultants. To find a showroom near you, visit KOHLER.com/WheretoBuy and be inspired.

Kohler has been designing kitchen and bath products for nearly 140 years. We've seen a lot of trends come and go (and come back), and through it all we have remained true to our mission. We design products that bring meaningful innovations home. So every day, life is as comfortable and as beautiful as it can be.

We are pleased to present our newest designs along with some of our most popular on the pages that follow.

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Styles to Fit Your Life

People have been turning to Kohler for bathroom design for nearly 140 years. We've earned a reputation for innovative design and uncompromising quality. Our commitment to providing thoughtful solutions for the entire bathroom has established Kohler as a leader. With a broad offering of bathroom fixtures and faucets, we help you combine products that work beautifully together in your home and make the best sense for you.



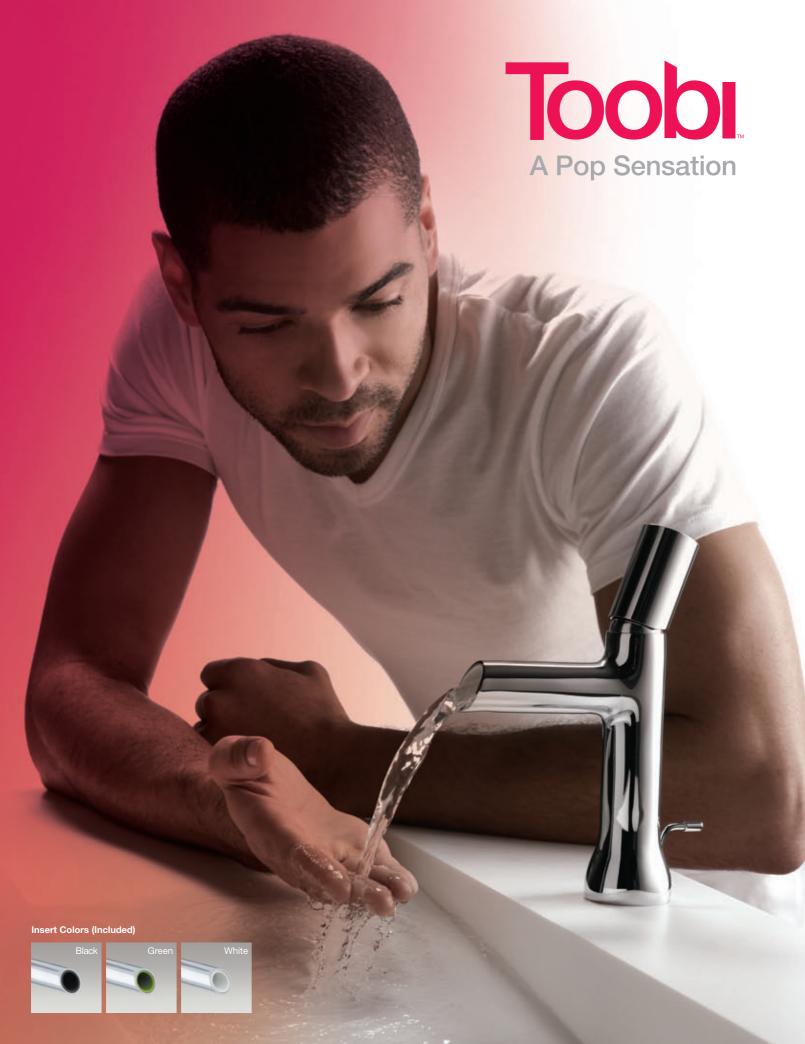


KOHLER, Faucets. Live Bold.

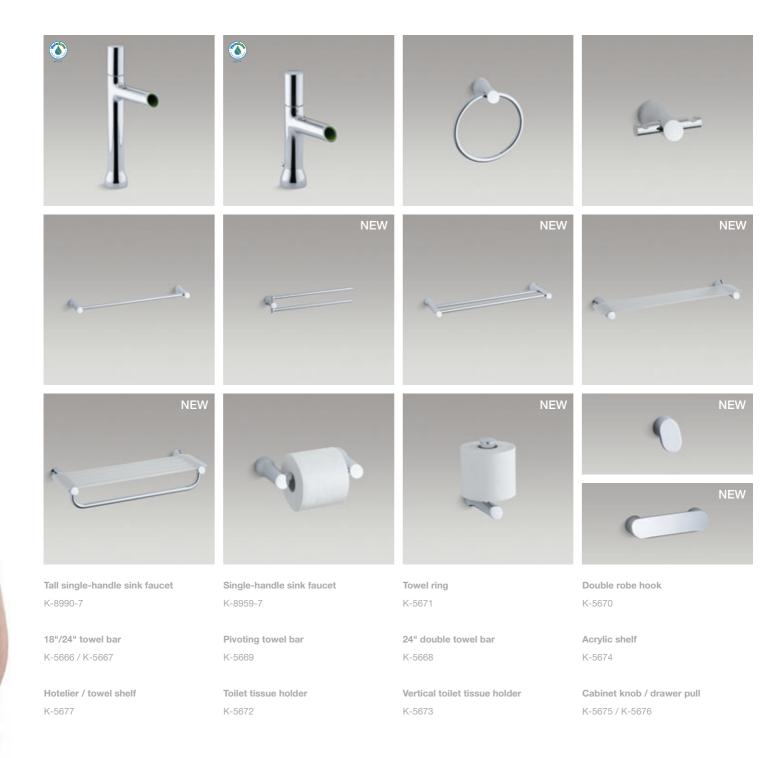
"Live Bold" is a call to expression. It is an invitation to explore the possibilities that emerge through the designs and innovations of our products – and your interpretations of them. It is the statement you make about your individual taste and personality.







A fusion of pop culture and Asian-inspired sensibilities, the Toobi™ faucet collection re-imagines water delivery for the modern bathroom. The design draws inspiration from the playful exuberance of pop and the simplicity of ancient Japanese gardens. Throughout the collection, curvaceous forms contrast with crisp, polished edges. Toobi allows you to personalize your bathroom with three spout detail options in every box − green, black or white. Give your home some pop.



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Proven Performance

KOHLER_® bathroom sink faucets deliver uncompromising performance you can depend on day after day, year after year. We take the extra time to precision-engineer each element of every faucet, from design to manufacture. To ensure KOHLER quality, our faucets are hand-inspected and tested well beyond the industry's most rigorous standards.

























Devonshire₀ Widespread sink faucet 1.5 gpm K-394-4-2BZ

V V I

Kelston_⊕ Widespread sink faucet

.5 gpm K-13491-4-2BZ

Alteo₀ Widespread sink faucet 1.5 gpm K-45102-4-CP

Widespread sink faucet

1.5 gpm K-5317-4-CP

Pinstripe

Widespread sink faucet
with lever handles

K-13132-4B-CP

Memoirs_® Stately Widespread sink faucet with Deco lever handles

1.5 gpm K-454-4V-CP

Margaux®
Widespread sink faucet
with lever handles

1.5 gpm K-16232-4-CP

Bancroft_®

Refinia_®

Monoblock sink faucet with escutcheon and White ceramic lever handles

.5 gpm K-10579-4P-CP

Purist_®

1.5 gpm

Widespread sink faucet with lever handles

1.5 gpm K-14408-4-CP

Loure

Tall single-handle sink faucet

2.2 gpm K-14660-4-CP

Karbon_®

Articulating single-handle sink faucet with Silver tubes

1.5 gpm K-6268-C11-CP

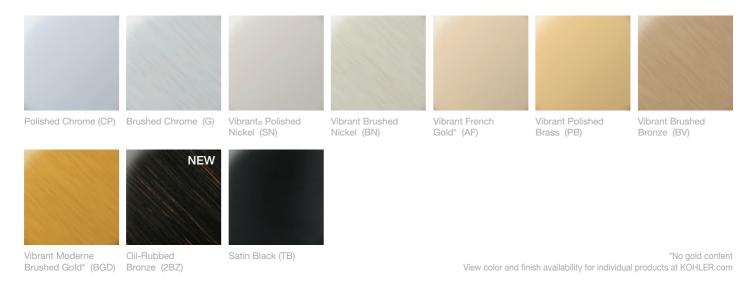
Stance

Single-handle sink faucet

1.5 gpm K-14760-4-CP

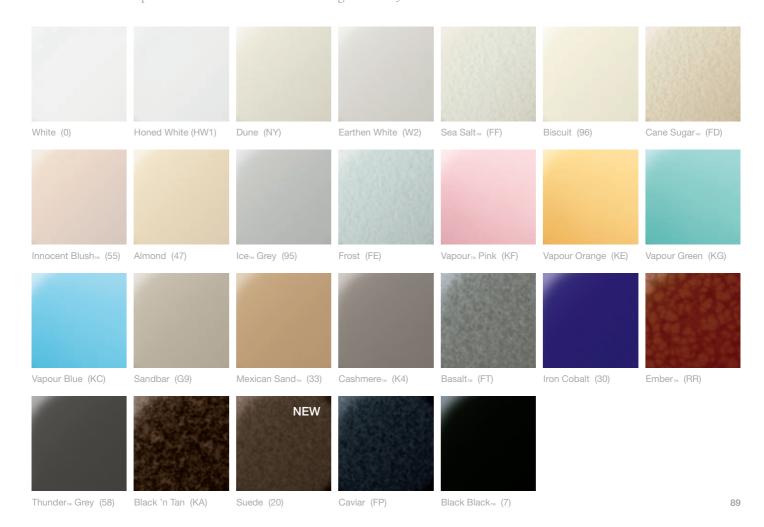
Faucet Finish Index

As tough as they are beautiful, KOHLER_® faucet finishes complement your personal style and complete your design.



Fixture Color Index

KOHLER colors invite you to make rich, beautiful color the central focus of your kitchen or bathroom. Flip to page 26 and check out the new special edition KOHLER colors designed with Jonathan Adler.





Bold Artistic Design

Our decorative sink and color options invite you to create rooms that reflect your individual style. If you like a straightforward approach to color, choose from the rich, varied palette of KOHLER₀ sink colors. If, however, you're looking for a sink that's truly one of a kind, our Nature's Chemistry™ and Artist Editions sinks bring handcrafted texture and intricate patterns to your bathroom design.



Designs for Every Décor

Contemporary to traditional, pedestal to under-mount, ceramic to enameled cast iron, and simple White to Caviar – KOHLER_® sinks are a perfect fit in any bathroom. Whether you're building or remodeling, with KOHLER it's easy to find unique design solutions that are right for you. Our sinks are easy to install, crafted from the finest materials and available in a range of colors that invite you to personalize your space.





23" x 181/8" x 67/8"

K-2660-0

Tides₀ KOHLER_® enameled cast iron 20" x 17" x 95/16" K-2839-0



Bryant_☉ Oval Vitreous china 201/8" x 161/2" x 75/8" K-2699-0

Iron/Impressions_® KOHLER enameled cast iron 375/8" x 221/4" K-3051-0



K-2845-0

K-2956-0

Tresham_® Fireclay 30" x 19½" x 345/8"

Persuade_® Curv Vitreous china 251/4" x 22"



Vitreous china 21¹³/₁₆" x 16⁹/₁₆" x 8¹/₁₆" K-2991-0

Verticyl_® Rectangle Vitreous china 19¹³/₁₆" x 15⁵/₈" x 6³/₄" K-2882-0





Nature's Chemistry

Handcrafted by skilled artisans, Nature's Chemistry sinks celebrate an organic, essential beauty. Our designs honor the integrity of natural materials and accentuate their inherent elegance. These sinks provide a daily connection to the natural world.







K-2741-B11



K-2741-G3-B11

Whist 19" x 161/8" x 53/8"



Whist 19" x 161%" x 53%"



x 53/8"

K-2741-G2-B11



Whist 19" x 161/8" x 53/8"

Dusk K-2741-G1-B11





Kallos₀ 16" diameter x 51/8"



Briolette™ Vessels 17½" diameter x 4¾"



Botticelli_® Vessels 22" diameter x 51/2"



Lilies Lore_⊙ 175/16" x 145/16" x 51/8"

K-2361-B11

K-2373-B11 White Carrara Marble

K-2333-WH

Medium Patina Bronze K-14297-MP1

Artist Editions

Each of our Artist Editions designs begins with intensive research. We study patterns and color palettes drawn from cultures and landscapes around the world – architecture, textiles, gardenscapes, craftwork, art and design. Fresh, elegant interpretations of these patterns are painstakingly applied by hand to our fixtures and fired for exceptional durability.

















Gilded Meadow™ Vitreous china 16¼" diameter x 6¾" K-45922-DE-K5

Vitreous china 161/4" diameter x 63/8" K-14223-SR1-K7

Vitreous china

161/4" diameter x 6%" K-14223-SR2-0

Caravan Collection Persia

Caravan Collection Persia

Empress Bouquet™ Vitreous china 16¼" diameter x 6%" K-14223-SMC-0

Gilded MeadowVitreous china

161/4" diameter x 63/4" K-45922-DF-K7

Caravan Collection Nepal Vitreous china 17" x 14" x 81/4" K-14218-SR1-K7

Caravan_® Collection Nepal

Vitreous china 17" x 14" x 81/4"

" x 8½" K-14218-SR2-0

Empress Bouquet Vitreous china

8" K-14273-SMC-0



The art of things chosen well rather than often.







Smart & Stylish Grooming Spaces

We design medicine cabinets and vanities that offer outstanding durability, incredible style and plenty of storage to organize your toiletries. Exceptional craftsmanship and attention to detail are evident in the premium hardwood and veneer construction, dovetail drawer boxes, and slow-close doors and drawers.



















StereoStik_{TM} Medicine cabinet audio add-on shown on CB-CLC2026FS-NA

26" x 2" K-2958-NA 20" x 26" CB-CLC2026FS-NA

Medicine cabinet with 107° hinge K-2918-PG-SAA 201/8" x 36" x 43/4"

Medicine cabinet 20" x 31" x 5"

233/4" x 181/4" x 321/2"

K-2604-F69 Vanity Vanity-top sink K-2979-0

Evandale_® 30" x 21" x 33½"

K-2732-F25 Three-piece vanity

Persuade_® 25" x 22" x 31½"

K-2529-F65 Vanity Vanity-top sink K-2956-0

23" x 183/4" x 3213/16"

Tresham_®

Petite vanity Vanity-top sink

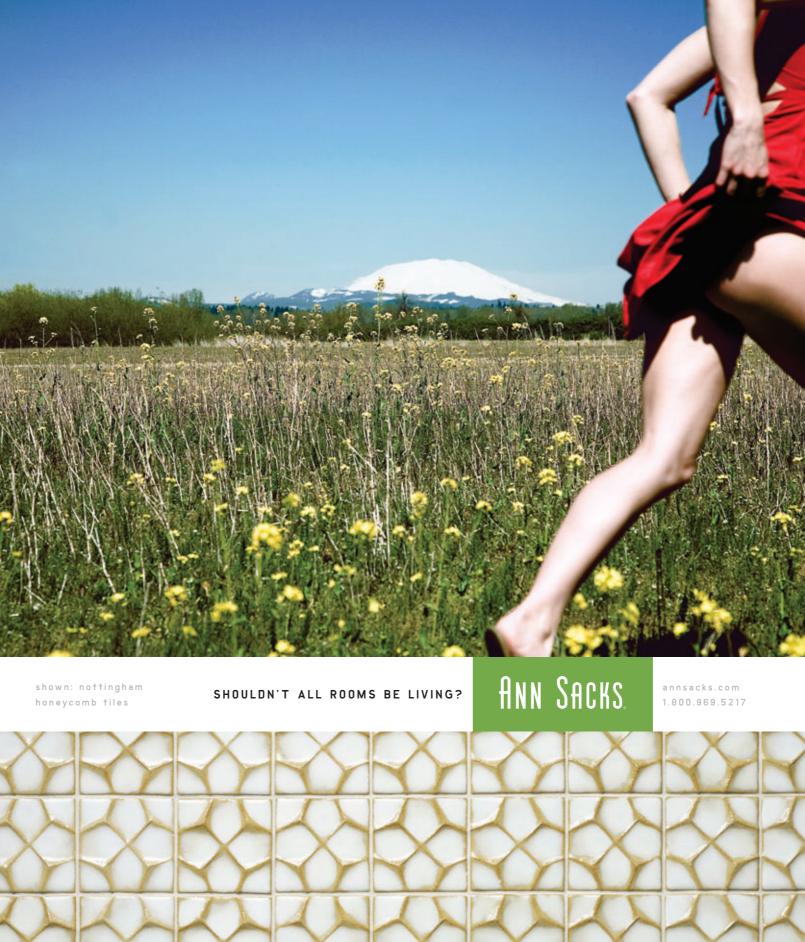
K-2449-F2 K-2358-0 Bancroft_® 221/8" x 193/4" x 313/4"

Petite vanity K-2461-F2 Vanity-top sink K-2340-0 Alberry 36" x 21½" x 33½"

Vanity

K-2488-F40 K-3051-0 Vanity-top sink

K-3073



Performance & Design

Incredible performance. Great design. With KOHLER, you can count on both. Our toilets are serious performers that come in a surprising range of beautiful, water-saving designs. In addition, our offering includes advanced features for comfort and functionality, as well as a variety of seat options. It's no wonder we have been leading the industry for over 100 years.













1.28/0.6 gpf K-3900

Memoirs_® Comfort Height
One-piece compact elongated
with Stately design

1.28 gpf K-3813



Gabrielle Comfort Height
One-piece compact elongated with bidet seat

1.28 gpf K-3825

Saile。 One-piece compact elongated 1.6/0.8 gpf K-3564



San Raphael_® Comfort Height
One-piece elongated

1.4/1.0 gpf K-3393

Cimarron_® Comfort Height One-piece elongated with AquaPiston_™ canister

1.28 gpf K-3828



Rêve™ One-piece compact elongated 1.6/0.8 gpf K-3797

Santa Rosa™ Comfort Height
One-piece compact elongated
1.28 gpf K-3810















Two-piece elongated with Classic design

K-3816





Bancroft_® Comfort Height_® Two-piece elongated

1.28 gpf K-3827

Persuade_® Curv Comfort Height Two-piece elongated

1.6/1.0 gpf K-3723

Tresham_® Comfort Height Two-piece elongated

1.28 gpf K-3950

Devonshire_® Comfort Height Two-piece elongated

K-3837

1.28 gpf

Cimarron_® Comfort Height Two-piece elongated with AquaPiston_™ canister

Memoirs_® Comfort Height

8 gpf K-3609

Archer_® Comfort Height Two-piece elongated

1.28 gpf K-3551

Highline_® Comfort Height Two-piece elongated

1.28 gpf K-3999

"More plumbers would choose KOHLER® toilets for their own homes than any other brand."

KOHLER.com 103

Toilet Seats

To get the most out of your toilet, you'll want to spend some time pairing it with the right seat. Available with a variety of features from bidet functionality to ergonomic contours for added comfort and convenience, KOHLER_® toilet seats can be as sophisticated or as simple as you like.

















C³,-200
Plastic seat with bidet functionality
Elongated K-4709

Plastic seat with bidet functionality
Elongated K-4737

Transitions₀ Plastic family seat with Q3 Advantage™ Elongated K-4732

Glenbury™ Plastic seat with Q3 Advantage Elongated K-4733

Brevia™
Plastic seat with Q2 Advantage™

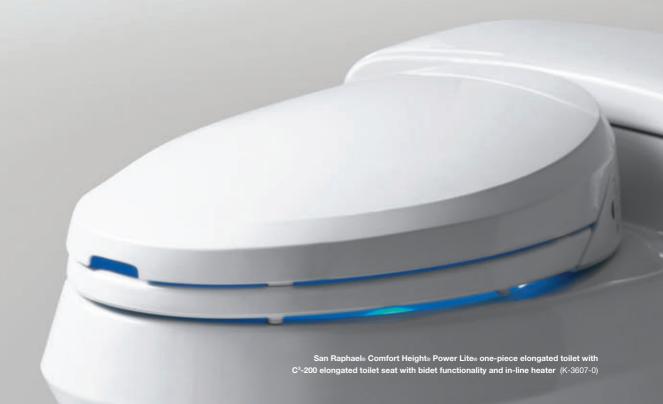
Elongated (shown) K-4774

Paying front K-4775

Plastic seat with metal hinges
Elongated (shown) K-4685
Round-front K-4643

Cachet_®
Plastic seat with Q3 Advantage

Elongated (shown) K-4636 Round-front K-4639 French Curve。
Plastic seat with Q3 Advantage
Elongated K-4713





Experts in Spa Wellness & Innovators in Hydrotherapy

Explore the latest in home spa bathing with KOHLER_®, the only bathing manufacturer in the world to own and operate an award-winning water spa. Our expertise in hydrotherapy allows us to create truly unique experiences that stimulate the senses and bring the mind and body into balance. Whether you love a deep soak, the feel of water rushing over your body, or the sensation of being immersed in color and sound, you'll find your experience of choice with KOHLER.

















Underscore。 Drop-in or under-mount VibrAcoustic。 bath with chromatherapy

66" x 36" x 22" K-1173-VBC

Underscore Cube
Drop-in or under-mount
BubbleMassage™ bath
48" x 48" x 34"

K-1969-G

Tea-for-TwoDrop-in or under-mount whirlpool with spa/massage package

66" x 36" x 24" K-856-V

sōk₀ overflowing bath Drop-in or under-mount

75" x 41" x 25" K-1188-C1

Biove_⊚ Drop-in bath

66¹⁵/₁₆" x 29¹/₂" x 19¹/₈"

Sunward_◎
Drop-in or under-mount bath

60" x 42" x 21"

K-8277

K-1163-S1

Expanse_®
Three-wall alcove bath with apron

60" x 36" x 17" K-1118

Bellwether.

Three-wall alcove bath with apron

60" x 30" x 14" K-837/K-838



NEW Underscore VibrAcoustic Baths

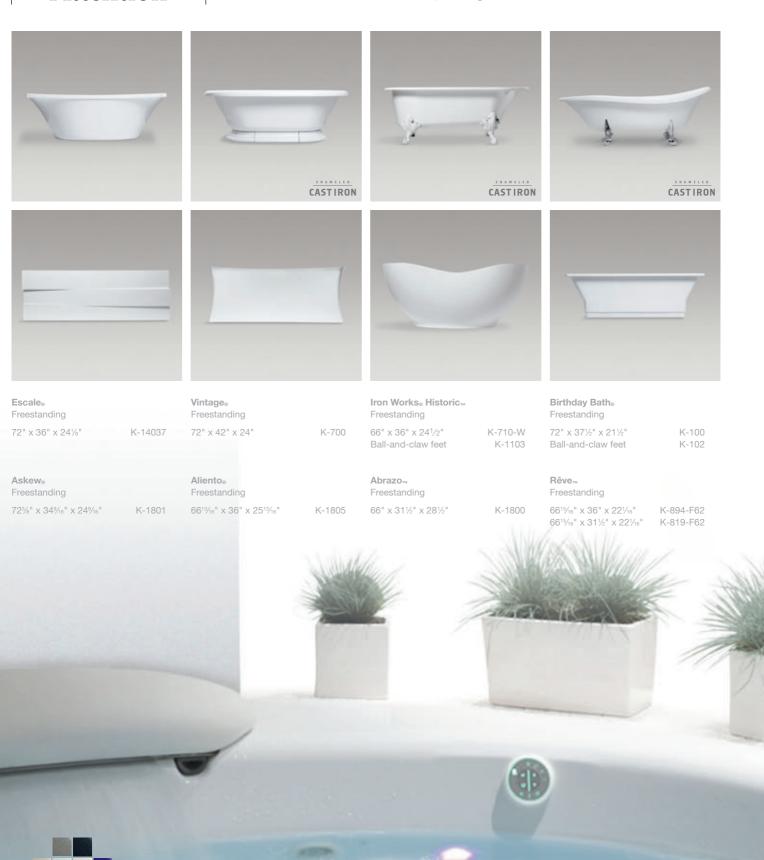
Enjoy the buoyant rhythms of VibrAcoustic hydrotherapy while you soak in the elegant simplicity of the Underscore bath. Combining music with sound-wave vibrations, VibrAcoustic hydrotherapy delivers relaxation that resonates deep within the body. It's now available on the Underscore bath, which comes in a wide range of sizes and shapes to suit a variety of bathroom spaces.



Size	SKU	Chromatherapy	3-Sided Flange	Right-Hand Drain	Left-Hand Drain
48" x 48" x 34"	K-1969-VB	K-1969-VBC			
60" x 30" x 19"	K-1167-RVB	K-1167-RVBC	X	X	
60" x 30" x 19"	K-1167-LVB	K-1167-LVBC	X		X
60" x 30" x 19"	K-1167-VB	K-1167-VBC			
60" x 32" x 21"	K-1168-VB	K-1168-VBC			
60" x 36" x 21"	K-1849-VB	K-1849-VBC			
66" x 32" x 22"	K-1822-VB	K-1822-VBC			
66" x 36" x 22"	K-1173-VB	K-1173-VBC			
72" x 36" x 23"	K-1835-VB	K-1835-VBC			
72" x 42" x 23"	K-1174-VB	K-1174-VBC			

Center of Attention

Freestanding baths are back. Whether you have a taste for the modern or tend to more traditional design, KOHLER_® freestanding baths deliver distinctive character and are sure to make a bold statement in any bath space.







A Solid Foundation





Today's master baths frequently separate the bath and shower, creating two perfectly planned sanctuaries of relaxation and cleansing. To help you create your ideal shower space, our shower bases offer flexibility in design and enhanced features.









Alcove base with integral seat

Alcove base with integral seat

Tresham

K-1977 / K-1976 60" x 32"

K-1979 / K-1978 60" x 36"

Tresham Alcove base

Tresham_®

Groove_®

48" x 36" K-1974 Alcove base with concealed drain K-9949 / K-9948 60" x 32"

Groove

Groove

Alcove base with concealed drain K-9996 Alcove base with concealed drain K-9997

60" x 42"

42" x 42"



The Infinite Possibilities of KOHLER® Showers

Whether you're designing a custom luxury shower, remodeling the kids' bathroom or simply replacing a showerhead, Kohler has a solution. With everything from digital shower systems and innovative spray experiences to line-matched trim in styles and finishes to suit every décor, we can walk you through an easy upgrade or help you create a home-spa retreat.



HydroRail™ Shower Column

HydroRail is a simple and affordable way to upgrade a standard shower to a customized KOHLER® shower experience. It converts a single-outlet showerhead into a two-outlet custom shower without altering any in-wall plumbing. HydroRail shower column is compatible with any KOHLER handshower and four of our Katalyst® rainheads, which provide a luxurious and authentic spa-like rain experience.



K-45209 Bath/Shower

Shown with Shift™ Square handshower and 8" Contemporary Square rainhead*

K-45210 Bath/Shower

Shown with Flipside_® handshower and 10" Contemporary Round rainhead*

K-45211 Shower Only

Shown with Shift Square handshower and 8" Contemporary Square rainhead*

K-45212 Shower Only

Shown with Flipside handshower and 10" Contemporary Round rainhead*

























Traditional Round 8" rainhead with Katalyst_® spray 2.5 gpm K-13692

12" rainhead with Katalyst spray
2.5 gpm K-13690

Contemporary Round

Contemporary Square
10" rainhead with Katalyst spray
2.5 gpm K-13696

DTV PromptDigital interface K-527

Eco digital interface (shown) K-527-E

K-527-E

Flipside₀ 01 Multifunction handshower with Flipstream₀ spray

2.0 gpm K-45425

Flipside 02 Multifunction handshower with Flipstream spray

2.0 gpm K-45426

Shift_™ Square
Multifunction handshower

2.0 gpm with black handle K-45203

Shift Ellipse
Multifunction handshower
2.0 gpm with black handle K-45415

Flipside 01 Multifunction showerhead with Flipstream spray

2.0 gpm K-45427

Bancroft_®

Multifunction showerhead with classic spray

1.75 gpm K-10548

 \textbf{Purist}_{\circ}

Single-function showerhead with Katalyst spray

2.0 gpm K-939

Forté_®

Single-function showerhead with Katalyst spray

2.0 gpm K-10327









Fast-Response Steam generator control ki

K-1647

Fast-Response

Steam generators

K-1695 / K-1708 / K-1733 / K-1734 / K-1696 / K-1713

Lattis

Pivot shower door with steam transom

1/4" glass K-70581 3/8" glass K-70582

Explore the Benefits of Steam

Bring the soothing benefits of a relaxing steam shower home with KOHLER® steam components. We offer all the features you need to create a personal steam environment in your home. Our innovative Fast-Response® generator delivers steam in one minute. KOHLER steam heads are available in finishes to match your showering components.



Complete Collections for Any Home

KOHLER_® collections make bathroom designs simple and beautiful. Our coordinating fixtures and faucets take the guesswork out of creating a look you love. You can feel confident designing your master bath or powder room because Kohler designers have done all the thinking for you. Whether you're a seasoned designer or a novice, our collections invite you to explore possibilities. Each collection can be a complete design solution or a solid starting point for mixing and matching and introducing your own personal touch. With styles that suit any home from contemporary to traditional, you really can't go wrong.





Considered Collections

Tresham.



The American living space is endlessly self-reflexive and paradoxical. Seriously playful. Carefully disorganized. It is steeped in the traditions of classic Americana while embracing a modern eclectic sensibility. Tresham vanities, toilets, sinks and shower bases bring this playful eccentricity, this eclectic elegance, to the American bathroom. Celebrate tradition – with a twist.

Kathryn_®



Evoking the unforgettable style of the early twentieth century, the Kathryn collection is inspired by a 1929 exhibit of KOHLER_® products at the Metropolitan Museum of Art. Each detail of the collection pays meticulous attention to the original design. The extensive color offering conveys timeless sophistication.

Rêve_{TM}



Make a thoroughly modern statement with the bold shapes and lines of the Rêve collection. A sculptural work of art, Rêve highlights pure geometric style. This eye-catching collection, with its array of sink styles and sizes, delivers modern functionality, simplicity and warmth to classic and contemporary bathrooms alike.

Memoirs_®



Inspired by traditional style, the Memoirs collection echoes the stylized lines of historically renowned furniture and architectural design. Each detail makes it classic and timeless – sophisticated yet utterly approachable. Choose from two distinct interpretations: the clean, crisp lines of Memoirs Stately and the rounded detail of Memoirs Classic, which resembles crown molding.





Functionality, Design & Style

We believe there are a few essential ingredients that go into creating exceptional kitchens: purposeful functionality, smart design and beautiful style. And we're passionate about bringing you kitchen sinks and faucets that combine all three. With KOHLER, you can design a kitchen that not only works with you—your cooking habits, your lifestyle, your home—but a kitchen that inspires you.



NEW Kitchen Products: • Fixture Color: Suede Page 89 Faucet Finish: 2BZ Page 89 • Brookfield™ Kitchen Sink Page 127 • Bellegrove_{TM} Kitchen Sink Page 127 Deerfield_® Kitchen Sink Page 127 Octave_{TM} Kitchen Sink Page 128 Eventide_{TM} Kitchen Sink Page 128

KOHLER. Faucets. Live Bold.

KOHLER® faucets reflect your personality in the designs we pursue, and they seek to solve problems with the innovations we develop. In this way, functionality blends seamlessly with design to make everyday life a little easier and a little more beautiful.



























Bellera _®	
Pull-down faucet	K-560

Cruette⊚ Pull-down faucet K-780 **Purist**_®
Bridge faucet K-7547-4

Purist
Pullout faucet K-7505

Simplice₀ Pull-down faucet K-596 **Elate**™ Pullout faucet K-13963 **Vinnata**_®
Pull-down faucet K-690

Evoke₀ Pullout faucet K-6331

Karbon₀

Wall-mount articulating faucet with remote valve and silver tubes K-6228-C11

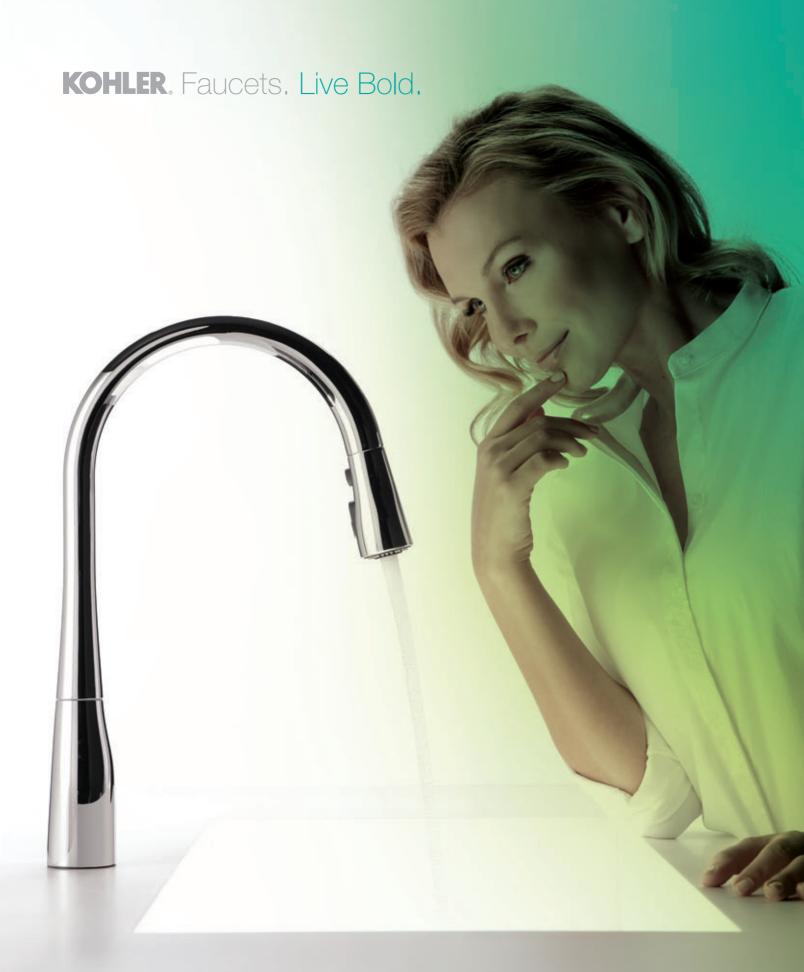
Karbon
Articulating faucet with remote valve and silver tubes

note valve er tubes K-6227-C11 Two-handle faucet K-7341-4

HiRise

Forté_®
Pullout faucet K-10433





Strength Style Soul

From the latest styles to legendary classics, no other material offers the character and craftsmanship of KOHLER® enameled cast iron. Those enameled cast iron sinks crafted in Kohler, Wisconsin, are made from at least 80% recycled material. Each piece embodies our commitment to creating the finest kitchen sinks for over 100 years. Built to last for generations, KOHLER enameled cast iron makes a bold statement of beauty in your home.



















Brookfield[™] double-equal 33" x 22" x 9"

Top-mount (shown) K-5846-0 Under-mount K-5846-5U-0

Bellegrove™ double-equal with accessories 33" x 22" x 9"

Top-mount (shown) K-6482-4A4-0 Under-mount K-6482-5UA4-0

Deerfield₀ double-equal 33" x 22" x 9"

Top-mount (shown) K-5873-0 Under-mount K-5873-5U-0

Riverby_® single-bowl with accessories 33" x 22" x 9"

Under-mount (shown) K-5871-5UA3-0 Top-mount K-5871-4A2-0

















Whitehaven, Self-Trimming single-bowl $35^{11}/_{16}$ " x $21^{9}/_{16}$ " x 9"

nder-mount K-6489-0

Iron/Tones_® Smart Divide_® large/medium 33" x 18¾" x 9"

Top-mount/under-mount K-6625-0

Wheatland₀ large/medium 33" x 22" x 9"

Top-mount (shown) K-5870-0 Under-mount K-5870-5U-0

Lawnfield_® large/medium 33" × 22" × 9"

Top-mount (shown) K-5841-0 Under-mount K-5841-5U-0

Streamline with Stainless

Our offering of stainless steel sinks includes chef-inspired designs ready for the serious home cook as well as innovative apron-front designs and premium quality double-bowl sinks.







COME JOIN US IN THE VILLAGE OF KOHLER FOR THE KOHLER FOOD & WINE EXPERIENCE OCTOBER 18-21, 2012

While in town, enjoy your favorite cuisine in a variety of distinct settings. From pub fare to fine dining, we offer the perfect dining experience.

Keep in Touch

Kohler is committed to providing our customers with the right tools to make the process of choosing and installing our products as simple and rewarding as possible. If you'd like to learn more about Kohler and our complete product offering, we invite you to check us out online, stop by a KOHLER® Showroom or visit us in Kohler, Wisconsin.





Showrooms



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Kohler Hospitality



AmericanClubResort.com



View the latest kitchen and bath designs from Kohler.

Thank you.

