

## FOR IMMEDIATE RELEASE

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## THE KOHLER STORE OPENS ITS DOORS IN CHICAGO

*First-ever retail location to offer unmatched shopping experience, expert design services, and inspiring breadth of kitchen and bath products within the Kohler family of brands*

**CHICAGO** – November 2005 - Kohler Co., a global leader in kitchen and bath design, opens the doors to its first retail store, located in the Chicago Merchandise Mart's LuxeHome. Open to the public as well as serving trade professionals, The KOHLER Store offers a captivating shopping experience distinguished by a modern, innovative store design and a comprehensive merchandise mix that completely delights customers as they experience the KOHLER brand.

"The KOHLER Store is all about being the bath and kitchen resource for customers," said Michelle Kowalski, manager - KOHLER Stores. "Imagine having a National Kitchen & Bath Association certified design consultant, technical expert and friend all in the same room guiding you through the process of building a beautiful bathroom."

The new 7,000 square-foot store features functioning kitchen and bath products from the respected KOHLER®, KALLISTA® and ROBERN® brands. Designed by the noted New York City firm of Janson Goldstein Architects, LLP, The KOHLER Store utilizes design and architecture to enhance the products so that a broad range of styles, colors, and faucet finish options are clearly presented to customers.

One of the exciting and interactive features of the store is the number of products that are completely functional so that customers can see the products at work.

“Customers can flush the new Purist® Hatbox toilet or see the pulsating spray of WaterTile™ bodysprays in the performance showering area of the store,” explained Kowalski. “They can place their hands in our sōk™ overflowing bath and feel the effervescent bubbles. The KOHLER Store was designed so that people can see, touch and feel before they buy.”

The KOHLER Store offers varying levels of project support, from complimentary two dimensional space-planning, project planning guide, quick-ship on featured products, and personalized catalogs, to fee-based, in-home consultations and installer options. In-house project consultants, who collectively have designed more than 1,000 rooms, can help anyone from the customer who needs to replace one faucet, to the discerning homeowner who wants to completely create a new environment. The wide-range of KOHLER product offering and The KOHLER Store staff allow customers to enjoy one-stop shopping.

The *KOHLER Designer Series* – a collection of room plans created by some of the most celebrated interior designers in the industry – will be available exclusively at The KOHLER Store. Each room portfolio includes a watercolor rendering, floor plan, material samples, sourcing information, and background and contact information on each interior designer. Customers inspired by these portfolios will have the assistance of a KOHLER Store project consultant to help translate these ideas to their bathrooms. The *KOHLER Designer Series* launches this fall with 35 designs from designers Laura Bohn, Ray Booth, Clodagh, Christopher Coleman, Benjamin Noriega-Ortiz, and Brian Covington for Ferguson & Shamamian Architects, LLP.

The KOHLER Store is located in the southeast corner of LuxeHome at the Merchandise Mart and is open Monday through Friday 9 am – 5 pm and Saturday 10 am – 3 pm. The store can be reached at (312) 755-2510 or [TheKohlerStore.com](http://TheKohlerStore.com).

For more information about any of the company’s products, consumers may access the KOHLER Co. Web site at [KOHLER.com](http://KOHLER.com) or call toll-free at 1-800-4-KOHLER.

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 international host to award-winning hospitality and world-class golf destinations.