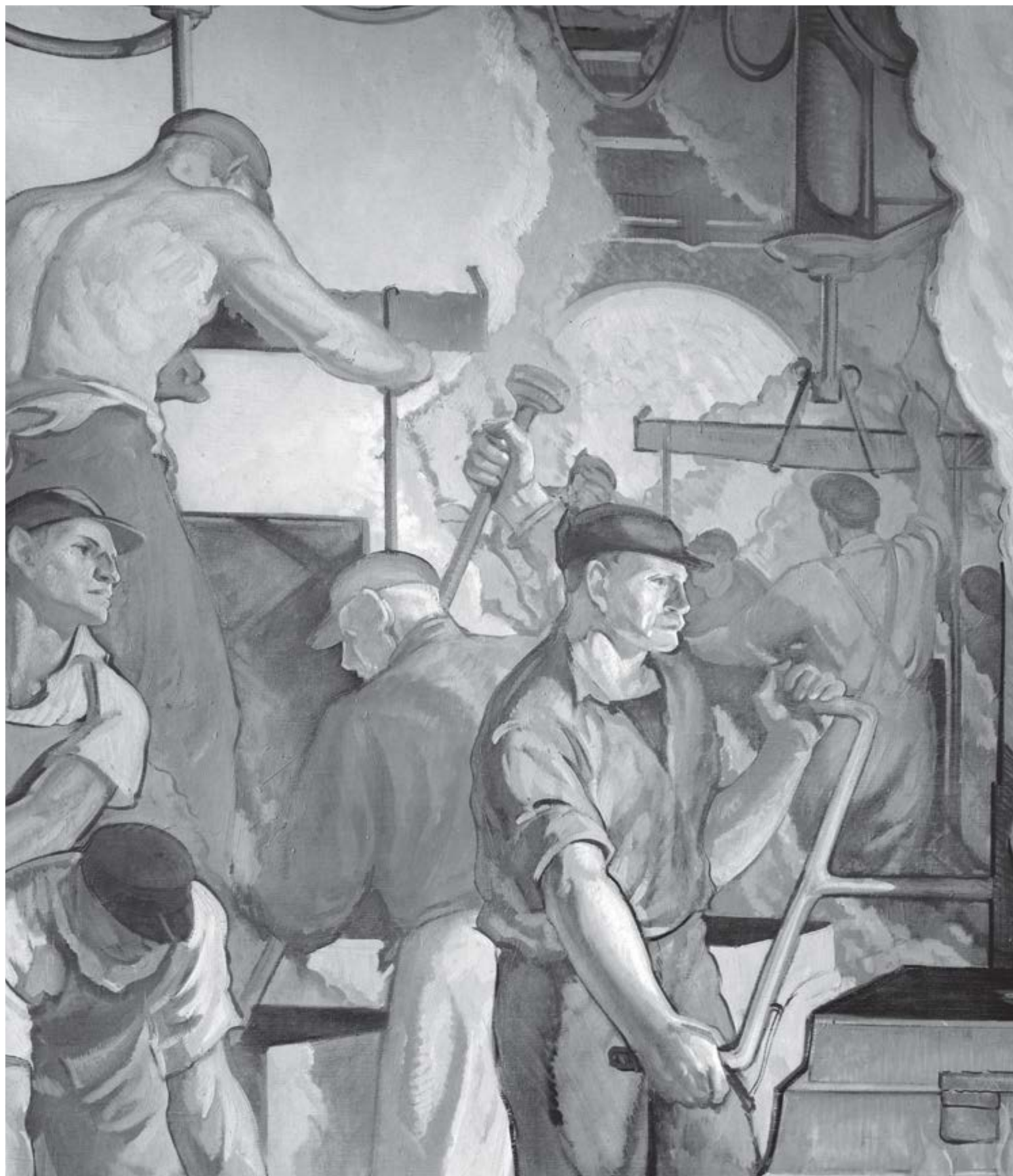


KOHLER®



WELCOME TO KOHLER – WHERE BOLD THINKING
AND RIGOROUS CRAFTSMANSHIP COMBINE TO
BRING INNOVATIVE, BEAUTIFUL DESIGN TO LIFE.

WE'RE CELEBRATING 140 YEARS OF SETTING THE
STANDARD OF EXCELLENCE AND PUSHING THE
LIMITS OF DESIGN. WHETHER WE'RE CREATING
KITCHEN AND BATH PRODUCTS, TILE AND FURNITURE
COLLECTIONS, ENGINES AND GENERATORS, OR
FOUR-STAR RESORTS AND CHAMPIONSHIP GOLF
COURSES, OUR WORK IS BORN FROM A DESIRE
TO DESIGN EXPERIENCES THAT MAKE THE WORLD
MORE GRACIOUS.

AFTER FOUR GENERATIONS, WE REMAIN A FAMILY-
OWNED COMPANY. BOLDER THAN EVER.



1
VILLAGE OF KOHLER



4
GENERATIONS



50
BRANDS

WILLER



30,000
EMPLOYEES



4
BUSINESSES

- KITCHEN & BATH
- GLOBAL POWER
- INTERIORS
- HOSPITALITY



5
CONTINENTS

- AFRICA
- AMERICAS
- ASIA
- AUSTRALIA
- EUROPE

18

73

**LIFE
WITHOUT
LABOR
IS GUILT.
LABOR
WITHOUT
ART IS
BRUTALITY.**

Our history is one of invention. A pioneering spirit of ingenuity has defined Kohler Co. from its earliest days when John Michael Kohler launched a global plumbing company with a horse trough turned bathtub. A visionary, Kohler understood the importance of innovative design and an uncompromising commitment to craft and quality.





A RICH HISTORY

1873

Kohler Co. is founded in Sheboygan, Wisconsin, on December 3. The company, initially named Kohler & Silberzahn, makes plows and other farm implements.

1883

An enameled cast-iron horse trough/hog scalding is sold as a bathtub, the first plumbing product manufactured by Kohler Co.



1899

John Michael purchases 21 acres of farmland in Riverside, four miles west of Sheboygan, to build a new foundry and moves the company to this location.

1900

Robert J. Kohler is elected company President after his father John Michael Kohler's death in 1900.

1901

The new foundry is destroyed by fire. Operations return temporarily to Sheboygan while the Riverside foundry is rebuilt. At this time, the company is reorganized and renamed J.M. Kohler Sons Co.

1902

The foundry reconstruction is completed and production returns to Riverside.

1905

Walter J. Kohler is elected company President following the death of Robert Kohler, leading the Company for the next 35 years.

1911

Kohler Co. introduces the industry's first one-piece, built-in bath with an integral apron.

1912

The Company adopts its current name, Kohler Co. Riverside is incorporated as Kohler Village.

1918

The American Club® opens its doors to house single male employees in comfortable surroundings at an affordable cost.

1920



Kohler Co. enters the Power Systems business with the introduction of the Kohler Automatic Power & Light, the world's first engine-powered electric generator.

1926

A new plant in the Village of Kohler begins to manufacture faucets and other brass accessories.

1927

Kohler Co. begins production at its new pottery in the Village of Kohler, becoming a full-line plumbing products manufacturer.

1929

Walter Kohler is sworn in as Governor of Wisconsin, while continuing to serve as Chairman, President and CEO of Kohler Co.

1937

Herbert V. Kohler, Sr., is elected President of Kohler Co., becoming Chairman and Chief Executive Officer after Walter J. Kohler's death in 1940.

1948

Kohler Co. begins producing and marketing small engines.

1958

A new plant for the manufacture of vitreous china and fiberglass-reinforced plastic plumbing products is established in Spartanburg, South Carolina. It is the first Kohler Co. manufacturing operation outside of Wisconsin.

1965

Kohler Co. introduces bathroom fixtures in "accent" colors, richer and more vibrant than the pastels of the 1920s.

1967

Advertising Manager Armond "Bud" Grube, along with Charles Pagnucco and Alfred Ellrodt, developed the concept of boldly colored products under the tagline THE BOLD LOOK OF KOHLER®.



1972



Herbert V. Kohler, Jr., is elected Chairman of the Board and Chief Executive Officer, succeeding Lyman Conger who retires after 50 years of service. Kohler also becomes President two years later.

1974

The John Michael Kohler Arts Center collaborates with Kohler Co. to develop the Arts/Industry program, giving artists from around the world access to the pottery and foundry to create original artwork.

1975

To sustain its commitment to cast-iron plumbing fixtures, Kohler Co. introduces a sophisticated electric induction iron-melting facility to replace the coke-fired cupolas which had been in continuous use since 1920.

1981

Following extensive renovations, The American Club reopens as a resort hotel. Today, it remains the Midwest's only AAA Five-Diamond resort hotel and has earned this distinction every year since 1986.

1984

Sterling Faucet Co. joins Kohler Co., marking the first acquisition in the company's 111-year history.

1986

Kohler Co. enters the furniture business with the acquisition of Baker Knapp & Tubbs, Inc.



Jacob Delafon, a leading French plumbing products company, is acquired along with eight manufacturing sites in France, Egypt, Morocco and Spain.

1988



Kohler Co. opens its first golf course, Blackwolf Run®, which is named the year's best new public course by *Golf Digest* magazine.

1993

Kohler Co. acquires Sanijura, the largest bathroom cabinet and vanity manufacturer in France.

1995

Known as Foshan Kohler, Ltd., a joint venture agreement with China's leading ceramic ware manufacturer represents an important first step in strengthening the company's position in China.

1998

Kohler Co. opens The Straits® at Whistling Straits® on the shore of Lake Michigan northeast of the Village of Kohler.

Kohler Co. receives a prestigious award from the National Society of Engineers for the innovative Overhead Cam (OHC) 18 hp engine. The award lauds the engine as the best new product in 1998.

1999

Kohler expands European offices and distribution to include Oer-Erkenschwick, Germany.

2001

Mira, the leading shower manufacturer in the United Kingdom, becomes a Kohler company.

2002

Kohler Co. acquires KARAT, which makes vitreous china products in Thailand for customers worldwide.

2004

Kohler Co. acquires the Old Course Hotel, Golf Resort & Spa, and The Duke's Course in St Andrews, Scotland.

Kohler celebrates the opening of its Dubai office.

2005

Kohler Co. purchases SDMO, a leading generator manufacturer in France.

2008

The Passel European warehouse opens.

The U.S. Environmental Protection Agency presents Kohler with its first WaterSense® award. Kohler has received a WaterSense award every year since 2008.

2009



David Kohler is named President and Chief Operating Officer. His father Herbert V. Kohler, Jr., continues to serve as Chairman and CEO.

Production begins at Kohler's new vitreous china plant in Jhagadia, Gujarat, India.

2010

The second Kohler plant in Jhagadia, Gujarat, India, is completed and begins manufacturing faucets.

2011

Numi®, Kohler's most advanced toilet, is introduced in the United States and China.



2012

The American Club and Kohler Waters Spa earn their first Forbes Five-Star awards.

2014

Kohler celebrates the grand opening of its first office in Johannesburg, South Africa.

TODAY

Kohler is still leading the industry in innovation and design. Bolder than ever.

2035

Working toward sustainability is an ongoing journey. Kohler plans to reach its net-zero environmental footprint goal by 2035.

VIEW OUR
HISTORY
FROM THE
BEGINNING



KOHLER FAMILY OF BUSINESSES

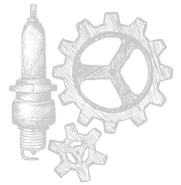


KITCHEN & BATH GROUP



Recognized as a global leader in design and innovation, the Kitchen & Bath Group manufactures fixtures, faucets, cabinetry and accessories for residential, commercial and industrial markets worldwide.

- * KOHLER
- * ENGLEFIELD
- * KARAT
- * SANIJURA
- * MIRA
- * STERLING
- * DARYL
- * NOVITA
- * HYTEC
- * RADA
- * JACOB DELAFON



GLOBAL POWER GROUP



Providing dependable residential, industrial and marine power solutions, the Global Power Group manufactures generators, transfer switches, switchgear and controllers, and engines.

- * KOHLER POWER SYSTEMS
- * SDMO
- * MAQUIGERAL
- * UPSL
- * KOHLER ENGINES
- * LOMBARDINI

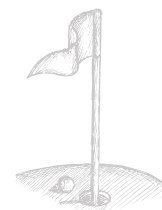
INTERIORS GROUP



Offering exquisite collections by some of the world's most renowned designers, the Interiors Group is comprised of two luxury home furnishing divisions – decorative products and furniture.

-
- * BAKER
 - * ANN SACKS
 - * MCGUIRE
 - * MARK DAVID
 - * KALLISTA
 - * ROBERN

HOSPITALITY GROUP



The Hospitality & Real Estate Group's portfolio boasts the-first and-only Forbes Five-Star hotel property in Wisconsin, world-class championship golf courses as well as a 5 AA Red Star property.

KOHLER, WISCONSIN

- * THE AMERICAN CLUB RESORT
- * RIVERBEND PRIVATE CLUB
- * KOHLER WATERS SPA
- * BLACKWOLF RUN GOLF COURSES
- * WHISTLING STRAITS GOLF COURSES
- * KOHLER ORIGINAL CHOCOLATES

ST ANDREWS, SCOTLAND

- * THE OLD COURSE HOTEL, GOLF RESORT AND SPA
- * HAMILTON, GRAND RESIDENCES
- * THE DUKES GOLF COURSE



WORLD-WIDE

Kohler Co. is a recognized global leader in kitchen and bath design. Its diversity of products and powerful portfolio of brands lead the way in design, craftsmanship and innovation – knit together by a single level of quality over a broad range of price points. Since 1998, Kohler has doubled in size and is a leading international plumbing brand.

MANUFACTURING LOCATIONS

UNITED STATES

- Kohler, Wis.
- ◆ Kohler, Wis.
- ◆ Mosel, Wis.
- ◆ Saukville, Wis.
- ◆ Hattiesburg, Miss.
- ◆ Brownwood, Tex.
- ◆ Spartanburg, S.C.
- ◆ Sheridan, Ark.
- ◆ Huntsville, Ala.
- ◆ Union City, Tenn.
- ◆ Portland, Ore.
- ◆ Bristol, Pa.
- San Francisco, Calif.
- High Point, N.C.
- Hildebran, N.C.

CHINA

- Beijing
- Changshu
- ◆ Changzhou
- ◆ Chongqing
- Foshan
- Nanchang
- Shanghai
- Zhuhai
- Zhongshan
- Zibo

FRANCE

- Belvoie
- Troyes
- Champagnole
- ◆ Brest
- ◆ Cholet

ENGLAND

- Cheltenham
- Hull
- Skelmersdale
- Wallasey

MEXICO

- Mexico City
- Monterrey
- Reynosa

ITALY

- ◆ Reggio Emilia
- ◆ Rieti

INDIA

- ◆ Aurangabad
- Jhagadia

INDONESIA

- Semarang
- Medan

CANADA

- Armstrong

SPAIN

- Zaragoza

MOROCCO

- Tangier

EGYPT

- Tenth Ramadan

THAILAND

- Saraburi

SINGAPORE

- ◆ Jurong

NEW ZEALAND

- Auckland

SLOVAKIA

- ◆ Martin

SOUTH KOREA

- Cheonan

BRAZIL

- ◆ Colombo

- K&B
- INTERIORS
- ◆ ENGINES

- ★ HEADQUARTERS

GIVE THOUGHT, TAKE ACTION



SEE WHAT
BELIEVING IN
BETTER™ MEANS
AT KOHLER



BELIEVING IN BETTER™ ...

WORKPLACE

We invest 90% of our earnings back into our company each year. Our most recent investments include the construction of three LEED-certified facilities in the United States and China.

COMMUNITY

Our associates give back to their communities through volunteering their time and resources, such as helping to plant more than one million trees in China and providing disaster relief for earthquake victims in New Zealand.

ENVIRONMENT

We've committed to a 2035 goal of "net zero" environmental impact on carbon emissions and solid waste globally. To meet this goal, we're working to understand the life cycle of each product we create. We study the effects of everything from where and how raw materials are sourced to how a product can be repurposed or recycled at the end of its life.



AWARD- WINNING DESIGN & INNOVATION

There's no doubt we're most at home as a company in the kitchen and bathroom. It's where we got our start, and it's where our philosophy of design excellence and innovation took root.

Today this legacy compels us to pursue fresh perspectives and solutions for the home. It urges us to rethink design for sustainability. It drives us to study technology trends and research how people use their living spaces.

As a result, KOHLER® kitchen and bath products have received notable design awards and are essential in shaping the style and functionality of the modern home.



ABRAZO™ FREESTANDING BATH



KARBON™ ARTICULATING KITCHEN FAUCET



MOXIE™ SHOWERHEAD + SPEAKER



TERRACE™ SINK AND STANCE™ FAUCET



SHOWER COLUMN



NUMI™ TOILET

26,000

PRODUCTS



SENSATE™ TOUCHLESS KITCHEN FAUCET



DTV PROMPT™ DIGITAL SHOWERING SYSTEM



KALLOS™ ARTIST EDITIONS SINK

DESIGN PHILOSOPHY

RESEARCH & DEVELOPMENT

Design, market and technological research are the three central pillars of product development that combine to keep Kohler on the leading edge of design and innovation.

PURPOSEFUL DESIGN

Our design process always focuses on gaining insight into the real needs of consumers while looking at changes in the environment, society and economy that shape our future.



ADVANCED TECHNOLOGIES

Kohler industrial designers continue to pioneer work with new materials and technologies. As a result, we’ve introduced a lot of “firsts” to the kitchen and bath world.

GLOBAL DESIGN STUDIOS

Our design teams in London, Shanghai, Paris and Kohler bring a deep understanding of regional lifestyles and evolving ideas of modern comfort, convenience and beauty to their work.



ARTFUL DESIGN

Art and design are natural and inseparable sources of inspiration for Kohler, feeding the company's longstanding creative tradition. Both the Artist Editions® product line and the Arts/Industry program reflect our commitment to bringing art into everyday life.

Artist Editions products are crafted by skilled artisans using methods that have been passed down for generations. Each design is inspired by patterns and color palettes drawn from cultures and landscapes around the world.

The Arts/Industry program gives artists worldwide the opportunity to create work using our industrial materials and facilities. It allows them to explore original forms and concepts and to undertake new ways of thinking and creating.



DECORATIVE



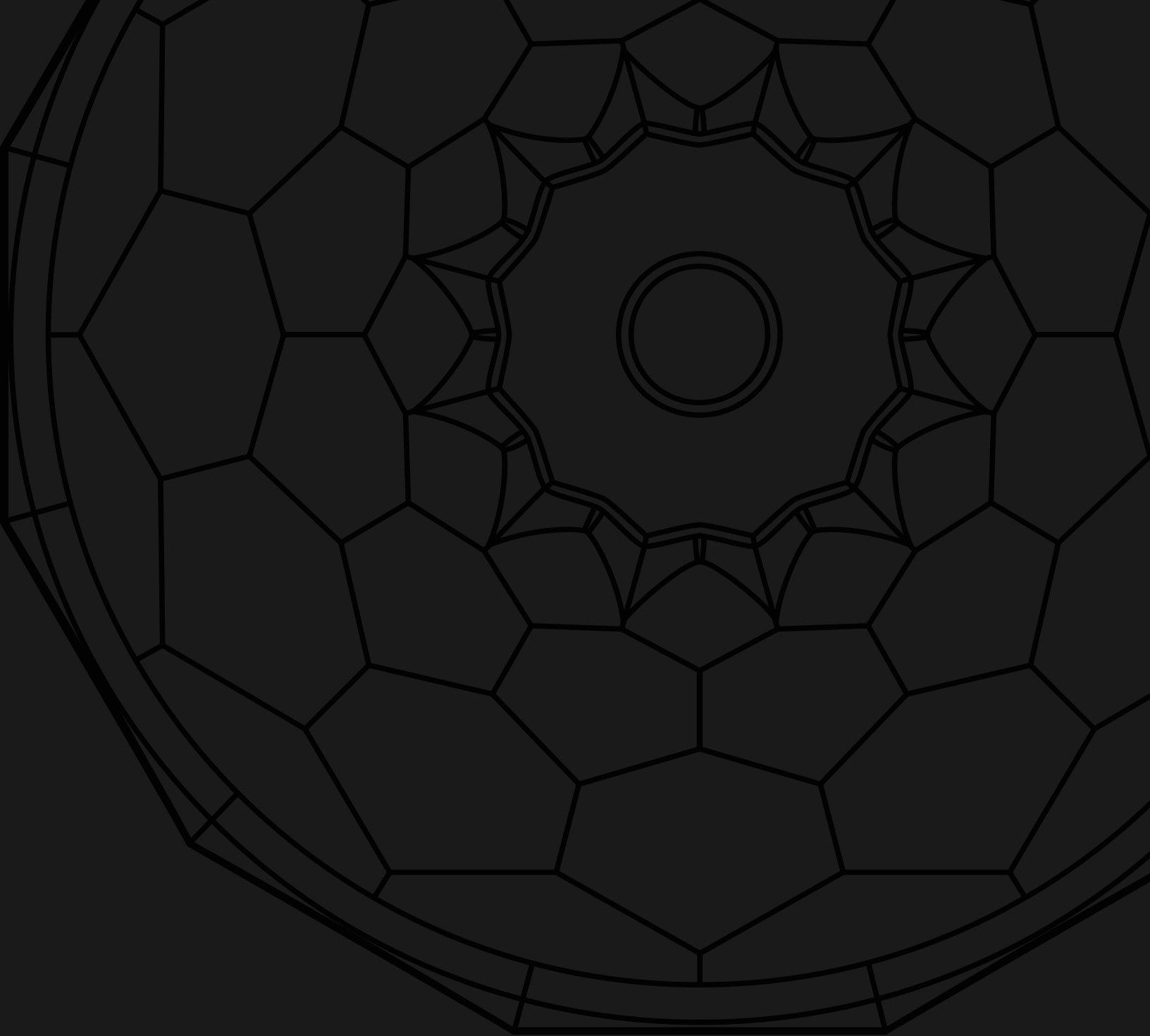
MARBLE



GLASS



BRONZE



Artist Editions
K O H L E R

FOUR SEASONS HOTEL LION, ST. PETERSBURG
THE SAVOY, LONDON
LE MÉRIDIEN DOM HOTEL, COLOGNE
INTERCONTINENTAL, NEW YORK
ARMANI HOTEL MILANO, DUBAI
FOUR SEASONS HOTEL GEORGE V, PARIS
W HOTEL, SANTIAGO
FAIRMONT TOWERS HELIOPOLIS, CAIRO
THE WESTIN SIRAY BAY RESORT & SPA, PHUKET
SHANGRI-LA HOTEL, MUMBAI
THE RITZ-CARLTON, HONG KONG
SHERATON FUTIAN HOTEL, SHENZHEN
THE ST. REGIS, MEXICO CITY
FOUR SEASONS RESORT, MARRAKECH
ATLANTIS, THE PALM, DUBAI

PROJ- ECTS

You can find KOHLER® products in some of the most spectacular hospitality spaces around the world. Balancing style and comfort with leading-edge designs, our products help today's most forward-thinking designers and architects bring their visions to life. With products for every aesthetic, budget and experience, we help transform hospitality endeavors from just a place to visit to a place people love.



BOLD. IT HAS DEFINED WHO WE ARE, HOW WE THINK AND WHAT WE DO. TO BE BOLD IS TO LEAD. TO BE BOLD IS TO INNOVATE. TO BE BOLD IS TO DARE TO IMAGINE DIFFERENTLY. IN EVERY ASPECT OF OUR BUSINESS FROM THE CREATIVE PROCESS TO MANUFACTURING TO MARKETING, KOHLER STRIVES TO LEAD. IN THE ARTISTRY OF OUR PRODUCT DESIGNS, IN RESEARCH AND DEVELOPMENT, THROUGH SUSTAINABLE MANUFACTURING AND INSPIRED ADVERTISING, KOHLER IS TAKING BOLD STEPS TOWARD EVER HIGHER LEVELS OF EXCELLENCE. A LOOK AT OUR ADVERTISING HISTORY REVEALS JUST HOW LONG WE'VE BEEN ON THE LEADING EDGE OF DESIGN INVITING PEOPLE TO DISCOVER THEIR OWN BOLD STYLES WITH KOHLER.



**WATCH
OUR
LATEST
TV SPOT**

1915 - 1928



IN THESE EXOTIC BATHING IS THE KEY

KOHLER OF KOHLER

ESTABLISHED 1873

1929 - 1944



That "diplomatic" dinner may mean so much

KOHLER OF KOHLER

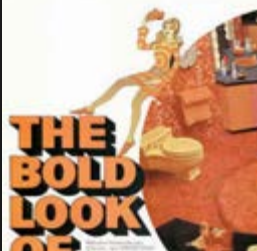
1945 - 1966



In your bathroom a family room?

KOHLER OF KOHLER

1967 - 1977



THE BOLD LOOK OF KOHLER.



KOHLER OF KOHLER

Plumbing Fixtures




WHEN A FELLER NEEDS AN ARCHITECT

KOHLER OF KOHLER



COLOR is a KOHLER trademark

KOHLER OF KOHLER



THE BOLD LOOK

KOHLER OF KOHLER



ELECTRIC SINK DO THE BIDDING

KOHLER OF KOHLER

Plumbing Fixtures



Line of Pottery

KOHLER OF KOHLER



Close getting...

KOHLER OF KOHLER



Mexican Sand.

KOHLER OF KOHLER



KOHLER OF KOHLER

Plumbing Fixtures



In the Metropolitan Museum of Art

KOHLER OF KOHLER

Plumbing Fixtures



Beauty and the Beast?

KOHLER OF KOHLER



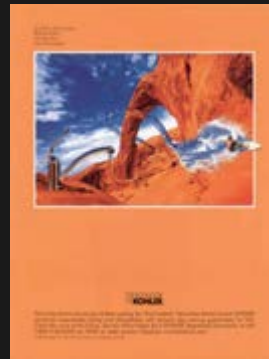
Kohler originals

KOHLER OF KOHLER

1978 - 1987



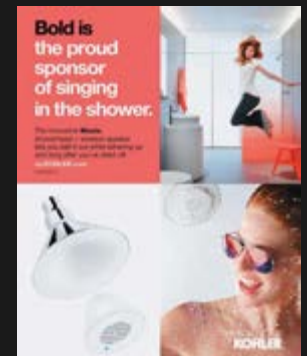
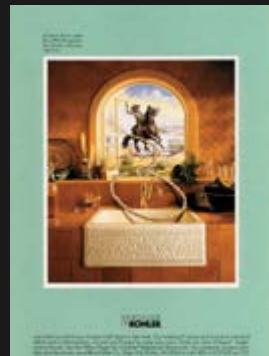
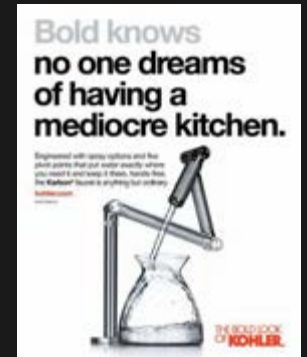
1988 - 2001



2002 - 2012



2013 - PRESENT



bold [bōld]
- adjective

fearless, valiant, BRAVE,
intrepid, **valorous**,
dauntless; having a **STRONG**
or **VIVID** appearance.

THE BOLD LOOK
OF **KOHLER**®

KOHLER.com

