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Kohler Home Standby Generators Rate High Among U.S. Builders



Builder Magazine Announces Kohler Ranks First In the Stationary Generator Brand Study, Included in Top 50 Most Requested Products

Kohler, Wis. – June 2009 – In a 2009 independent brand use study conducted by *Builder* magazine among more than 3,400 U.S. builders, Kohler was rated the highest quality brand of home standby generators. KOHLER home generators were also noted as the most recognized and most used brand among this same group of builders.

As part of *Builder* magazine's annual "most requested products" report, KOHLER home generators were also among the top 50 most requested products by builders in 2008, earning Kohler the "Favorite 50" recognition. Both the brand study and the "Favorite 50" report are featured in the June 2009 issue of *Builder* magazine, a Hanley Wood publication.

"The KOHLER brand has been highly recognized among builders in the kitchen and bath category for decades, and for the last several years, KOHLER home generators are also gaining popularity and respect in this emerging standby power category," said Dan Giampetroni, Marketing Manager.

Last year, the KOHLER Model RSB Intelligent Transfer Switch was named a "Most Valuable Product of 2008" by *Building Products* magazine, another Hanley Wood publication and premier information source for builders and remodelers. The KOHLER Model RSB Intelligent Transfer Switch, introduced in 2007, combines a home's electrical load center with an automatic transfer switch for a standby generator into a single package, allowing builders to build every home generator-ready and eliminate the need for additional installation and wiring of a second distribution panel.

KOHLER | **on**