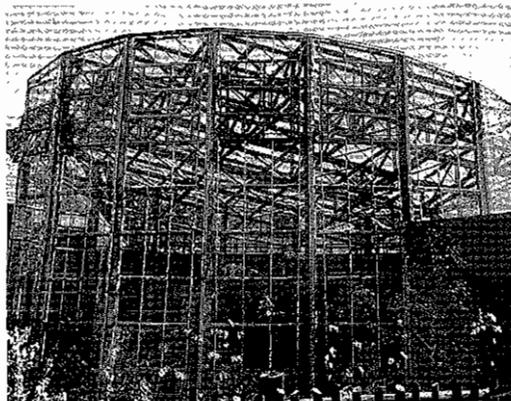
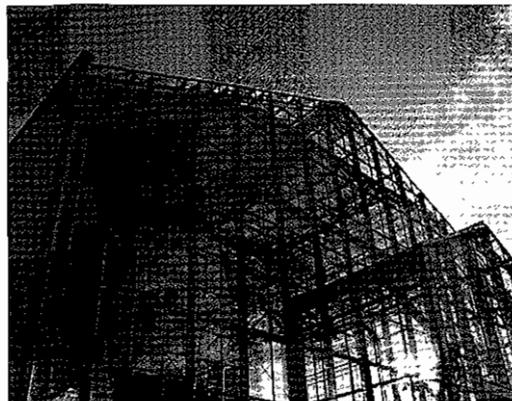


# Rough Brothers Incorporated



The Conservatory at the Cincinnati Zoo and Botanical Gardens (left) and the Conservatory at Roger Williams Park in Providence, Rhode Island (right) are two recent projects completed by Rough Brothers



For 75 years now, “Rough” has been mispronounced, but that hasn’t impeded Rough Brothers’ huge success. Founded in 1932, Rough Brothers’ original business focus was greenhouse maintenance and repair. But things are far different today. Company growth has been steady, if not explosive in recent years as the breadth of Rough Brothers’ services and products has far exceeded what the original five Rough brothers could have ever imagined.

Today, Rough Brothers and its sister companies cover the greenhouse and conservatory industry from one end to the other with specialized internal teams focused on individual specific markets within the industry.

The Conservatory Division at Rough Brothers represents one of these internal teams. Although overall project responsibility rests with a single Rough Brothers’ project manager, there is an equally talented group of people right behind that project manager who help insure the success of every project. These dedicated individuals represent a variety of disciplines from design and engineering, through botany and systems integration to manufacturing and construction.

The success of Rough Brothers’ Conservatory Division is in large part due to a design emphasis on performance over “looks”. Rough Brothers always strives to have its conservatory designs blend with the architectural

intent or theme of the gardens, but in the end, performance trumps architectural aesthetics. No sense designing and constructing a conservatory that doesn’t allow the plants to flourish. Accordingly, Rough Brother’s role in the early design stages of any conservatory has become more and more the norm.

People often ask, “what is the difference between a greenhouse and a conservatory?” Probably many answers to that question, but Rough Brothers sees the key difference being: greenhouses are for plants while conservatories are for plants and people. No matter how complex the design, the real challenge is to create an environment that allows the plant life to flourish, but also provides a comfortable experience for the visitor. Achieve these two goals and do it in a fashion that minimizes on-going maintenance and maximizes the facility’s service life, and odds are you’ll have a hugely successful project.

No single component or feature insures a fully operational conservatory. Whether “period restoration” or new “out-of-the-ground construction”, a myriad of design factors come into play. The end run is to provide and balance the proper light level, air-movement, humidity and temperature control in a straight forward and easily operated manner. No two conservatory projects are ever identical. To achieve the desired growing & exhibit space

each project calls for a unique mix of structure, glazing materials, conservatory equipment and systems integration. By working closely with the Garden’s design team, this is what Rough Brothers enthusiastically and proudly delivers.

Based in Cincinnati, but working internationally as well, Rough Brothers’ conservatory projects vary from restoration of the **United States Botanic Garden** on the Mall in Washington, DC, to the newly constructed Conservatory at Foster Gardens in Honolulu. More recent conservatory projects include Stan Hywet Hall & Gardens in Akron, The East Conservatory at **Longwood Gardens**, The Conservatory at Roger Williams Park in Providence, The Orchid Conservatory at Stowe Botanical Garden in Charlotte and (closer to home) the new Conservatory at the **Cincinnati Zoo & Botanical Gardens**.

Other markets within the greenhouse and conservatory industry that Rough Brothers serves include: Commercial Growing, Retail Garden Centers, Private Research Facilities, Teaching & Educational Greenhouses, Government Research Facilities and High-End Residential.

Take a moment to visit Rough Brothers at their website: [www.roughbros.com](http://www.roughbros.com) or take a day to visit Rough Brothers’ corporate office and manufacturing facility in Cincinnati, Ohio. “Rough” - it rhymes with Wow!