

## Cleanovation – TOTO’s “clean innovation”

TOTO presents a series of new products at ISH 2021: The Japanese sanitary specialist offers the right product for every hygiene need in the bath – from WASHLET to washbasin.



*TOTO aims to create a new understanding of hygiene – as something that enriches every moment of people’s everyday lives. The innovations presented at ISH 2021 include special technologies for even better cleanliness, which TOTO refers to as “Cleanovation” – clean innovation. The Japanese sanitary ware producer’s toilets and shower toilets (WASHLET™) in particular are incredibly versatile and well-suited for use in all types of spaces, from bathrooms in private homes to hotels and healthcare facilities.*

The latest introductions include TOTO WASHLET™ RG, new toilet models and high-quality ceramic washbasins with sleek, streamlined designs that enhance the look of every bathroom.

At this year’s digital ISH 2021, TOTO reveals a world designed to promote our well-being while addressing the urgent issues everyone faces today: How do we manage the risk of infection? And how can we effectively protect ourselves in the bathroom? In the lead up to this industry event, Messe Frankfurt talked about “an emerging wave of hygiene in the bathroom”. TOTO has always considered hygiene to be one of its most important focus areas, as it is in Japanese culture: Personal well-being, recovery and attentive interactions all play an important role in the way Japanese society perceives hygiene.

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### Product highlights – WASHLET™ RG and RG Lite

The Japanese sanitary ware manufacturer's WASHLET™ is the shower toilet on the market with the most extensive hygiene features. They are easy to clean and have technologies that ensure long-lasting cleanliness. Many people who have chosen WASHLET™ describe this experience as "life-changing". The latest addition to the collection is the sleek, rounded WASHLET™ RG, which is celebrating its premiere at ISH 2021. TOTO offers the RG in two different versions: The standard model and RG Lite. The Lite version offers many of TOTO's convenient functionalities, but not Premist or the deodorizer – for a more affordable introduction to the world of WASHLET™.

### Product highlights – RP compact and GP toilets

TOTO is also setting new standards in this product segment in line with its motto: "The perfect toilet is our standard." The RP compact toilet measures just 490 mm from front to back, making it ideal for small bathrooms or tight spaces. The GP toilet features all of the tried-and-tested TOTO technologies in a timeless new design. The new models all look great, but also impress with their high standards of hygiene. After intensive research and development, TOTO claims that their toilets "are among the most hygienic toilets available on the market, and meet all of the standards for hospital toilets recommended by the Robert-Koch-Institute." Especially the rimless toilet bowl, the powerful, cyclone TORNADO FLUSH and the especially smooth, durable and long-lasting CEFIONTECT glaze keep the ceramic surface clean over an extended period of time, making it practically impossible for germs or waste to accumulate.

### Product highlight – washbasins

The special CEFIONTECT is also applied to the new TOTO vessels. This keeps the surface easy to clean and brilliantly shiny over the long term. Available in round and square versions, the WU models blend seamlessly into bathrooms of all styles. TOTO's slightly asymmetrical TA vessel is made of especially delicate-looking, yet highly durable ceramic called LINEARCERAM – a material developed by TOTO to allow for especially thin, yet strong ceramics. According to the company, the result is "a combination of minimalism and the quality people associate with TOTO."

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1 TOTO introduces the rounded WASHLET™ RG. Two versions of the RG model are available – the standard version and the RG Lite model. Photo: TOTO

2 TOTO offers two versions of its RG model: the standard model and RG Lite. The Lite version offers many of TOTO's convenient functionalities, but not Premist or the deodorizer – for a more affordable introduction to the world of WASHLET™. Photo: TOTO

3 Japanese sanitary ware manufacturer TOTO produces WASHLET™, widely considered to be the shower toilets with the most extensive hygiene features on the market today. The latest introduction is the RG model. Photo: TOTO

4 TOTO shower toilets are easy to clean and feature technologies that guarantee long-lasting cleanliness. The latest introduction to the collection is WASHLET™ RG. Photo: TOTO

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**5** The new RP compact toilet from TOTO measures just 490 mm from front to back, making it the ideal toilet for small guest bathrooms or tight spaces. Photo: TOTO

**6** Compare the two versions of the new toilet: RP and RP compact (left). Like all TOTO toilets, they feature a rimless toilet bowl and effective cyclone flush technology (TORNADO FLUSH). Photo: TOTO

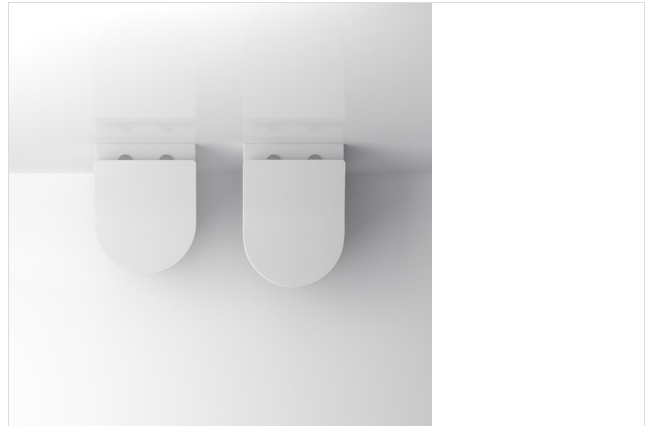
**7** The GP toilet from TOTO brings all proven TOTO technologies together in a timeless new design. Photo: TOTO

**8** TOTO's slightly asymmetrical TA vessel is made of especially delicate-looking, yet highly durable ceramic called LINEARCERAM – a material developed by TOTO to allow for especially thin, yet strong ceramics. Photo: TOTO

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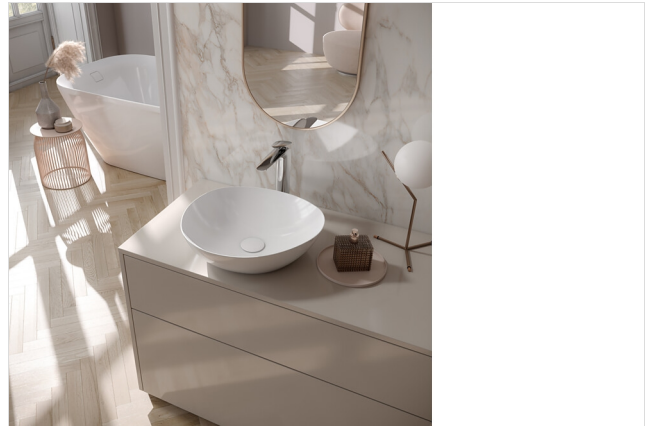
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**9** Available in either round or square versions, the WU vessels blend effortlessly into bathrooms of all styles. Photo: TOTO

**10** The WU vessels feature the special CEFIONTECT glaze, giving the surface long-lasting, brilliant shine while making it easy to clean. Photo: TOTO

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**About TOTO Europe**

TOTO focuses on people and their well-being, developing products that combine modern design and extensive expertise. The Japanese company perfects its technologies over decades, incorporating them into innovative products in an understated, easy-to-use way. Established in Kitakyushu, Japan in 1917, TOTO has been developing, producing and marketing its comprehensive high-end bathroom concepts for the European market since 2009. The company aims to create a new attitude towards life through regeneration, comfort and hygiene, integrating technologies into their product designs in a smart, nearly invisible way while prioritising hygiene and resource conservation. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories – all created in close collaboration with renowned designers. The company celebrated its 100<sup>th</sup> birthday in 2017. In 2018, the international market research institute Euromonitor named TOTO the "World's No. 1 Brand" in shower toilet sales. TOTO was also one of the first ten manufacturers to receive the seal of quality from Germany's Central Association of Plumbing, Heating and Air Conditioning (ZVSHK) along with the group's "Certified Manufacturer – Quality, Safety, Service" certification in 2019. TOTO employs 30,000 people world-wide.

Read more about TOTO online: [gb.toto.com](http://gb.toto.com)