

The Japanese Art of Perfection

An extraordinary experience: TOTO presents NEOREST WX its new, award-winning high-end toilet with integrated WASHLET.



NEOREST WX users can experience next level Japanese wellness every time they use the toilet – thanks to TOTO. Every principle in TOTO’s design philosophy is reflected in NEOREST WX’s harmonious, understated form and comfortable size. A new ceramic material is used for the first time, allowing for finer, more elegant lines. These detailed enhancements are what make these quiet moments in the bathroom a perfect break from everyday life.

Kaisen or perfection is part of how people live in Japan. It’s an expression of respect for others – reflected, for example, in a beautifully choreographed tea ceremony. It’s also present in industry, in which *Kaisen* is exemplified as a working philosophy and a methodological concept. At its core is a continuous striving for improvement, progression and perfection.

Japanese bathroom producer TOTO is committed to this tradition of striving for perfection. NEOREST WX represents a pinnacle in TOTO’s collection – with advanced technology and design, including the use of a new ceramic material. “This new material prevents the ceramic from warping as much during the firing process,” explains Kohei Tsuji, Director Product Management TOTO Europe. This gives the design even finer, more elegant lines.

NEOREST WX is the manifestation of TOTO’s design philosophy. It incorporates three essential aspects that the Japanese company describes as “gentle and safe in everyday life”, “long-lasting aesthetics” and “in harmony with the space”. The

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goal is to create a perfect, yet unassuming product that becomes an indispensable part of everyday life – a “pleasant interaction between a person and object,” explains Kohei Tsuji. NEOREST WX has already been named a Red Dot Award Product Design 2023 Winner, and has also received the iF Design Award 2023.

TOTO products have an understated, timeless design with sophisticated technologies that are hidden from view. Nowhere is this more apparent than with the new NEOREST WX, which includes all cleansing and hygiene technologies from the latest generation of WASHLET models.

NEOREST WX – the culmination of all hygiene and comfort technologies.

NEOREST WX features the EWATER+ technology developed by TOTO, which makes a major difference when it comes to hygiene: The wand jet used for intimate cleansing automatically cleans itself inside and out with electrolysed water – before and after use, but also regularly when in standby mode. This reduces bacterial formation and ensures hygienic conditions at all times. The ceramic bowl is sprayed with EWATER+ after each use to guarantee the greatest possible hygiene.

Other features for total well-being in the bathroom

Touch-free products aren't just more comfortable. They're also more hygienic, and easier for people of all generations to use – from small children to people with limited mobility. The smart toilet has a lid that raises and closes automatically, as well as an automatic flush. NEOREST WX is “intelligent” enough to activate either the large or small flush based on the time spent sitting. It's possible to create four user profiles to save individual preferences, such as the warm water spray types, seat temperature and much more. The remote control makes it easy to use the various features, available in four languages: English, German, French and Italian. A soft LED light below the ceramic makes NEOREST WX visible in the dark.

TOTO introduced NEOREST WX at ISH 2023. Hubertus Brüggemann, Sales Director, TOTO Europe, is thrilled about this latest addition to TOTO's portfolio: "NEOREST WX is the culmination of 40 years of experience and expertise in producing WASHLET and 60 million units sold world-wide. User-friendly and offering exceptional design, comfort and hygiene, it's really the perfect product. NEOREST WX is an absolute highlight for any high-end bathroom."

Düsseldorf, June 2023

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1 NEOREST WX has a soft LED light to make it visible in the dark. Photo: TOTO

2 NEOREST WX is available in two identical-looking models. Gently curved and harmonious, NEOREST WX is equipped with all hygiene and comfort technologies. Photo: TOTO

3 Streamlined and simply elegant, NEOREST WX is a beautiful addition to any bathroom interior. It can be combined with rounded or angular elements. Photo: TOTO

4 An exclusive, spacious interior is the ideal setting for the new NEOREST WX – TOTO's new toilet with integrated WASHLET. The bathroom, basin and tap, all from TOTO, coordinate for a harmonious overall look. Photo: TOTO

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5 Especially slim – just 6 mm – the coordinating push plate is made of brushed aluminium and is compatible with the required TOTO frame system. This also makes it possible to manually flush the toilet. The streamlined design and brushed stainless steel finish match the NEOREST WX remote control. Photo: TOTO

6 Simple with gentle curves – this is what the Japanese art of perfection looks like in the bathroom. Photo: TOTO

7 The high-end NEOREST WX contains all of the hygiene and comfort technologies developed by TOTO. Photo: TOTO

8 It's possible to save up to four user profiles on the NEOREST WX remote control – which is convenient and easy to use. Options like the spray type are usually set as desired and activated with a gentle touch. Photo: TOTO



9 Hubertus Brüggemann, Sales Director, TOTO Europe, thrilled about this latest addition to TOTO's portfolio: "NEOREST WX is the culmination of 40 years of experience and expertise in producing WASHLET and 60 million units sold world-wide!"

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About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their well-being. 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. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories. The company can now look back on over 40 years of developing and manufacturing WASHLET and has sold over 60 million units worldwide to date. TOTO supports the development of a fully emission-free society and is very committed to sustainability: By joining the RE100 initiative, TOTO Group will convert all of its facilities to power from sustainable energy sources by the year 2040. The company also received certification from the Science Based Targets Initiative (SBT) to reduce greenhouse gases in line with the Paris Agreement, and to systematically cut CO₂ emissions further on this basis. TOTO employs 36,000 people world-wide.

Read more about TOTO online: gb.toto.com

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