

TOTO launches an accessible website

TOTO has focused on people and their well-being for over 100 years. This is why the international sanitary manufacturer designed a fully accessible website.



For many, accessibility means low kerbs or Braille labels in lifts. But most people aren't (yet) aware that unrestricted use also impacts our digital lives. It's all the more important that people learn about it: The Act on Strengthening Accessibility (BFSG) will take effect in Germany on 28 June 2025. This requires specific products and services to be accessible to consumers – including but not limited to computers and their operating systems, cash machines, ticket machines, online shops and online reservation systems used to book appointments or hotel rooms.

“We made a conscious decision to design a website that is as user-friendly as possible, making it easily accessible to everyone,” explains TOTO's Anja Giersiepen. This is one way TOTO shows their commitment to social responsibility and their genuine concern for the needs of people with physical or cognitive limitations.

International standards for digital accessibility

The World Wide Web Consortium (W3C) developed the Web Content Accessibility Guidelines 2.2 (WCAG), the main international policy for digital accessibility. TOTO Europe followed these specifications closely when updating their website. One of the four fundamental principles of the WCAG is that all information or interactions on websites must be presented to users in ways that they can perceive. Accessible websites like TOTO's need to be easy to use and understand, as well as robust. The guidelines are divided into different levels. A is the lowest level that can be achieved without a great deal of additional effort. Level AA is the conformance level enshrined in law. It requires a reasonable

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amount of effort and has the greatest impact on digital accessibility. This is also the standard that TOTO Europe has followed for their website. It now includes extensive descriptions of many photos and videos, allowing blind people and people with low vision to experience the website more fully. A screen reader can read these detailed descriptions aloud, or they can also be output in Braille.

Accessibility in 29 languages: TOTO assistant for individual needs

The TOTO website also has an accessibility assistant in 29 languages to help address the individual needs of every user. This small person-shaped symbol allows users to change how the page content and navigation options are displayed. There are five preconfigured profiles for people with visual impairments, dyslexia, ADHD, epilepsy and cognitive limitations. It's also possible to individually adjust the look of the content, colours and navigation. For example, animation can be deactivated, headlines or links underlined, text enhanced for better legibility, and colours changed completely or altered to increase the contrast. Through these changes, TOTO is already in compliance with the German Act on Strengthening Accessibility and has made an important contribution to inclusive internet use.

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1 TOTO decided to design their website to be as user-friendly as possible, making it easily accessible to all people. This is how the Japanese company shows their commitment to social responsibility and their genuine concern for people with physical or cognitive limitations. Photo: TOTO

2 Users can activate the accessibility assistant on the TOTO website by clicking on the stylised person. Here, they can make individual settings for using the website.

Image: TOTO

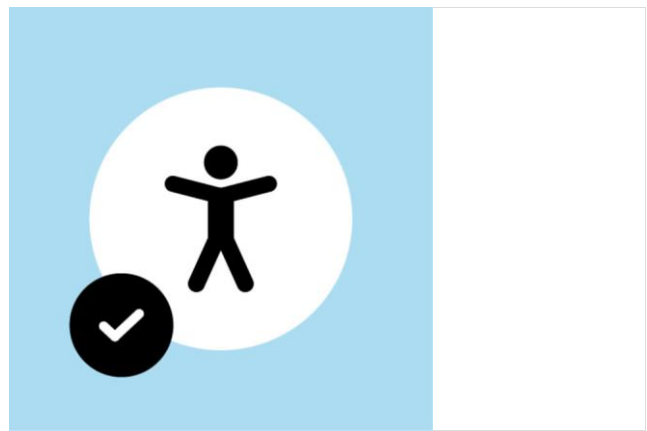
3 Digital accessibility means designing websites in such a way that people can use them without restrictions. This approach focuses primarily on the needs of people with disabilities, but also aims to improve accessibility for all users. TOTO has already updated their website to be more accessible.

Image: TOTO

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About TOTO Europe

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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 look back on over 40 years of success in developing and manufacturing WASHLET, having sold over 60 million of them world-wide. TOTO also shows strong commitment to sustainability, supporting society's goal to become completely emission-free: By joining the Initiative RE100, the TOTO Group commits to completely change all of its locations to power from renewable energies by the year 2040. In June 2021, the Science Based Targets Initiative (SBT) was certified to reduce greenhouse gases in line with the Paris Climate Accord and systematically cut CO₂ emissions on this basis. TOTO employs over 36,000 people world-wide.

More about TOTO: eu.toto.com