Revolution in the bathroom

This top trending product is the greatest innovation of the past few years. In 2009, TOTO introduced its WASHLET shower toilet in Europe – starting a revolution in the bathroom.

In 2009, Japanese sanitary experts TOTO gave their visitors to ISH, the world's leading trade show for the industry, a warm welcome: "Hello Europe!". This was their first time at the Frankfurt show, and they had a decisive product in their portfolio: WASHLET. It disrupted the industry. WASHLET, or shower toilet, combined the toilet and bidet in one – was practically unknown in Europe at the time. In Japan, however, WASHLET was part of everyday life for several years. Just about every child is familiar with TOTO products, and most households have a shower toilet. Thanks to TOTO, WASHLET is a trending product today and the greatest innovation in European bathrooms in the past several years. It is considered an important element of any bathroom designed with comfort and well-being in mind.

Many innovations that have changed the world were initially ridiculed, viewed with scepticism or rejected altogether. People thought that the first automobiles were mere toys for the wealthy, the internet a passing fad for tech enthusiasts, and AI just science fiction. WASHLET has a similar story. Adding an intimate cleansing feature to a toilet was also totally new to Japan – but people throughout the country quickly caught on. The feeling of cleanliness from fresh, warm water cleansing reflected the strong need for hygiene that sets Japan apart from other countries. This phenomenon also holds true today: No country on earth has public toilets as inviting and clean as Japan.

It makes perfect sense that Japan was the birthplace of a project like THE TOKYO TOILETS. The Nippon Foundation asked renowned international architects to build

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17 public toilet facilities in Tokyo, all of them equipped with TOTO products. These toilets, designed by such luminaries as Tadao Ando, Kengo Kuma and Shigeru Ban, have attracted international attention

A new experience – first in hotels, then at home

Once WASHLET arrived in Europe, TOTO was highly responsive to this market's specific needs. The Japanese company aimed to eliminate the initial scepticism with which the product was received. The various WASHLET models fully reflect European standards for exclusive bathroom furnishings and fixtures. Timeless designs in rounded or angular versions complement bathrooms of all styles. WASHLET is also becoming more significant in high-end hotels. This segment quickly realised the entirely new wellness experience WASHLET has to offer – and having these installed sets a hotel apart from the others. The recently opened Marriott Hotel City West in Munich has nearly 400 rooms with WASHLET models. "From the outset, we considered TOTO products to be differentiators that give the hotel a unique quality, setting it apart from other properties on the market," explains Joern Siebke, interior designer and owner of Studio Lux Berlin, describing the reason to install TOTO WASHLET throughout the hotel. Many hotel guests experience WASHLET for the first time there and then decide to bring one into their homes.

WASHLET is life-changing

WASHLET has become more widely accepted over the years. Today, it's a "must have" for any modern bathroom. TOTO remained unfazed by the initial hesitance, always expecting the product to take off in Europe over time. The company attended every ISH trade show, having in-depth conversations with plumbers, wholesalers, planners and interior designers. They wanted to bring Japan's life-changing experience with WASHLET to Europe as well, allowing people to make it part of their everyday routines. As soon as 2011, just two years after the TOTO market launch, competitors started showing more shower toilets at their trade show exhibitions. Together, everyone helped make this product a success.

Expertise in hygiene and comfort technologies

TOTO can claim to have initiated this development. The expertise gained over decades of hygiene and comfort technologies is often imitated – even today. Founded in 1917, the company has extraordinary expertise in ceramic production. TOTO developed the innovative rimless toilet bowl and Tornado Flush system. Another special feature is that TOTO always positions the wand for intimate cleansing above the toilet bowl: This protects the wand from waste. A protective flap also keeps the wand clean. This placement also prevents the wand from coming into contact with flush water or faeces, keeping the technical components clean if the toilet ever clogs. Another unique cleansing technology developed by TOTO is ewater+. It is based on electrolysed water, which has an antibacterial effect. Bacteria-reducing ewater+ cleans the toilet bowl and wand, helping them stay cleaner longer. Other comfort and hygiene technologies include the heated

toilet seat, front wash and dryer features available on some WASHLET models. Today, WASHLET is an important part of designing a comfortable and accessible multigenerational bathroom. It also gives the elderly and people with physical limitations greater independence when using the toilet. According to company figures, TOTO has sold over 60 million WASHLET models – more than any other company in the world.

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1 TOTO WASHLET is life changing. After 15 years on the European market, it's a "must-have" in new bathrooms – but also existing ones. WASHLET is the greatest bathroom innovation of the past several years. Photo: TOTO

2 TOTO offers WASHLET models in different shapes, with curved or angular edges. They also have coordinating washbasins and faucets. WASHLET meets all comfort and accessibility requirements. Photo: TOTO

3 Sophisticated technology lies behind the timeless design of TOTO WASHLET. Photo: TOTO

4 WASHLET is a must for comfortable, modern bathrooms. People of all ages and abilities, including those with physical limitations, enjoy using WASHLET. Photo: TOTO

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5 TOTO develops its designs in house, carefully exploring and considering the needs of the people who use them. Ergonomics also play a key role. Photo: TOTO

6 People can achieve total relaxation in this luxurious TOTO Floating Tub. Like WASHLET, this product features a great deal of innovative technology that you cannot see. In addition to WASHLET, it's possible to purchase bathtubs, washbasins, faucets and other TOTO products on the European market. Photo: TOTO

7 "Life Anew" is TOTO's guiding principle, presented at the world's leading trade shows like Frankfurt's ISH. The idea behind it is that using TOTO products will change people's lives. Photo: TOTO

8 The main component of TOTO WASHLET is the wand, which is positioned above the ceramic bowl. It uses fresh, warm water for intimate cleansing. After cleaning itself, the wand disappears behind a protective flap. Photo: TOTO

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9 Long-lasting durability meets understated design in WASHLET models RW and SW. Choosing the rounded or angular design is a matter of personal taste and depends on the style of the interior. Photo: TOTO

10 From Japan to the rest of the world: The Japanese sanitary specialist launched TOTO WASHLET in 1980 and celebrated around 60 million models sold in 2022. A look back shows how this process accelerated: After WASHLET was launched, it took seven years to reach the one million mark. Another 11 years were needed to reach the 10 million mark. But the jump from 50 to 60 million took just a few years – from 2019 to 2022. Photo: TOTO

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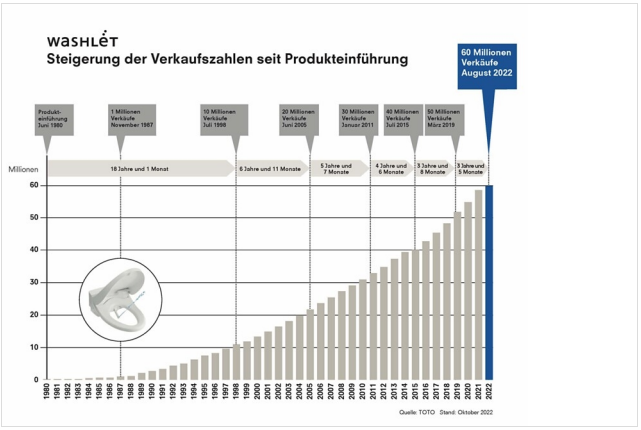

About TOTO Europe

TOTO brings luxury to bathroom culture, creating innovations that deliver the ultimate in design, comfort and hygiene without revealing the sophisticated technology integrated within. Japan's leading supplier of bathroom products, TOTO develops comprehensive solutions for high-end private and public spaces around the world, including the European market since 2009. The company is shaping bathroom design with innovative sanitary ware, faucets, and, most importantly, WASHLET – selling over 70 million worldwide. TOTO's Japanese design philosophy reflects a respect for others. It centres on people and their needs, inspiring intuitive, easy-to-use products and elegantly understated designs.

Read more about TOTO online: eu.toto.com

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