

## TOTO PRESENTS LIFE ANEW NEXT – DIGITAL COMFORT IN THE BATHROOM

TOTO presents “Life Anew NEXT” at ISH 2019:  
a concept for smart, connected bathroom products

**“Life Anew” – this TOTO brand message promises a comfortable, enriching lifestyle. This year, TOTO is entering the age of the Internet of Things (IoT), supplementing its overarching “Life Anew” message to create “Life Anew NEXT” – with new smart, connected products for both private and public spaces. The concept enjoyed its European premiere at the TOTO ISH 2019 booth.**

First introduced in 2017, TOTO’s global brand message “Life Anew” expressed the company’s long-term aim to use its innovations and progressive technologies to create products that enrich people’s everyday lives, making them more comfortable. TOTO believes that the bathroom is a place where people should relax, recover and escape the stresses of everyday life.

### **Digital comfort in the bathroom: TOTO enters the age of the Internet of Things (IoT)**

This year, TOTO is entering the age of the Internet of Things (IoT). The company has expanded its global “Life Anew” brand message to create “Life Anew NEXT” – a new core statement that encompasses smart, fully connected bathrooms and sanitary areas. TOTO aims to develop the next generation of IoT-enabled public restrooms and the private bathrooms of the future in collaboration with innovative industries around the world. In its “Life Anew NEXT” concept video at ISH 2019, TOTO showed its expanded vision of enriching experiences for consumers with IoT-enabled bathrooms in the home – and with smart, fully connected public restrooms wherever people travel, whether for business or pleasure.

### **“Life Anew NEXT”: smart, fully connected public restrooms**

TOTO worked with GP PRO – a division of Georgia-Pacific and a leading provider of innovative dispensers for commercial locations – to provide consumers with hygienic, comfortable options when using restrooms.

“Improving people’s lives is what inspires every TOTO innovation, and global surveys consistently show that people rank cleanliness as one of the top five qualities that contribute to a high quality of life,” explained Shinya Tamura, CEO of TOTO USA. “Working with GP PRO to develop smart, connected bathrooms is another way we fulfil our commitment to provide consumers with a consistently clean, comfortable restroom experience no matter where they travel, for work or play – and solve real-world business issues for facility managers.”

### **Press office UK:**

INDUSTRY PUBLICITY

Phone:

+44 (0) 20 8968 8010

hq@industrypublicity.

co.uk

### **Press office Europe:**

Anja Giersiepen

anja.giersiepen

@toto.com

### **TOTO on the Internet:**

gb.toto.com

### The toilet of the future – more safety and comfort, lower water consumption

TOTO used GP PRO's award-winning KOLO Smart Monitoring System to design the bathrooms of the future. This allows for a reliable, customisable and secure monitoring and analysis of connected washroom inventory. Facility managers can track this on a tablet PC or computer to better schedule their employees and dramatically cut costs in the washroom operations. For example, facility managers and their employees will receive real-time updates and notifications regarding:

- The number of toilets and faucets used, and the amount of water they consumed
- Inventory used too frequently, operational issues such as leaks or floods
- Remaining amounts of toilet paper, hand towels and soap to prevent partially used rolls and bottles from being discarded before empty
- User safety, messages to employees to check the disabled restroom
- Optimised cleaning schedules for quantity-based cleaning and sufficient staffing

TOTO installed its proven Self Power faucets and flush valves in its collaboration with GP PRO. These devices generate their own electricity each time the water causes the small inner turbine to turn. This makes it unnecessary to wire them to the building's power supply or use costly, environmentally damaging disposable batteries. Since TOTO's Self Power products produce their own electricity, they continue to work without interruption – even in the event of a power outage. If the internet in the building stops working, the products will continue to collect data about their use that is transmitted once the internet connection has been restored.

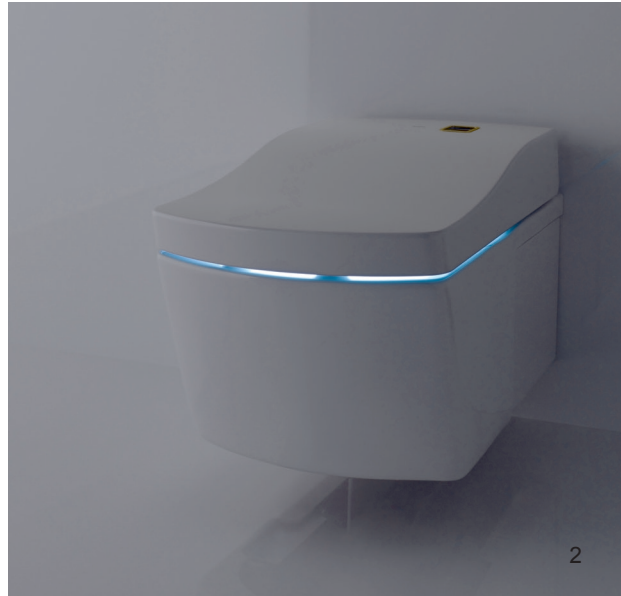
Shinya Tamura from TOTO USA is convinced: "TOTO's top quality and proven "smart sensor" technology provide an essential basis for this high level of innovation in our collaboration with GP PRO. This represents our first major step in expanding our business in this exciting direction: the connected bathroom."

Frankfurt, March 2019

Reprint free of charge/copy requested



**1** The freestanding Floating Bathtub with innovative zero dimension technology ensures deep relaxation by putting the human body in a reclining position similar to that automatically assumed in zero gravity. The integrated Hydrohands technology provides an innovative massage feature with special air jets. Photo: TOTO Europe GmbH



**2** NEOREST WASHLET™ AC 2.0 is the most exclusive TOTO WASHLET™. It registers user habits and switches automatically to energy saving mode. It's possible to control all functions digitally, including the memory function for two people. Photo: TOTO Europe GmbH



**3** TOTO's automatic faucets no longer rely on power from the outlet. Instead, they use energy from the flowing water to charge the battery used to power the faucet. A generator transforms the energy resulting from the flow of water to supply the microsensor with electricity. The installed sensor also registers the motion of the user's hands to measure the exact amount of water needed. Photo: TOTO Europe GmbH

**About TOTO Europe GmbH**

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.

TOTO products integrate technologies into their designs in a smart, nearly invisible way, while prioritising hygiene, resource conservation and comfort. 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 100th birthday in 2017 and was named the “world's no. 1 brand”\* for shower toilet sales by international market research institute Euromonitor International. TOTO employs 30,000 people world-wide.

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

Frankfurt, March 2019

Reprint free of charge/copy requested

\* Source: Euromonitor International Limited, commissioned analysis of July to September 2018 sales volumes in countries with over 87% of the world's electronic toilet seats with incorporated bidets in 2017.