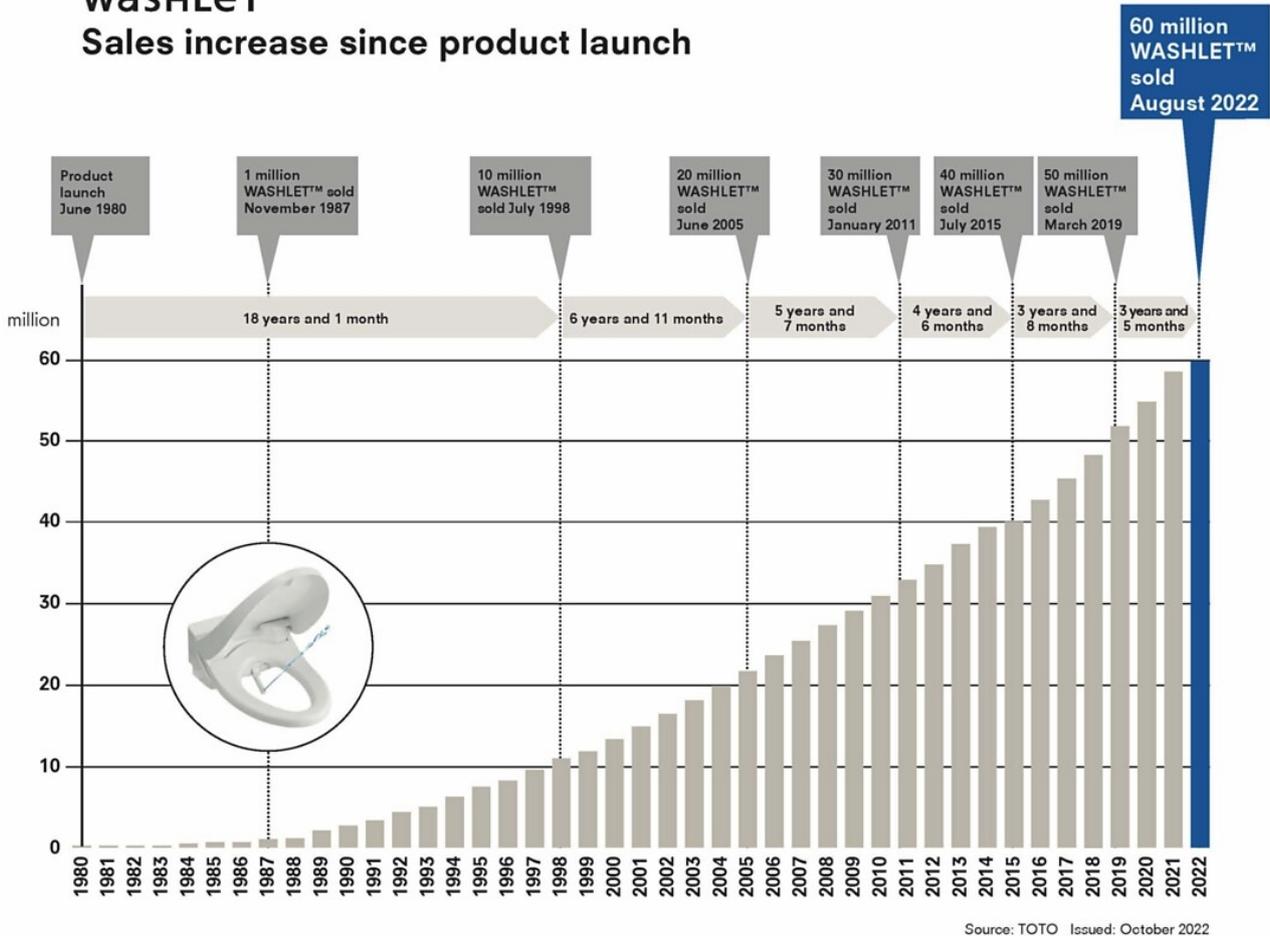


TOTO marks 60 million WASHLET models sold world-wide

In 2022, the Japanese bathroom supplier was able to break the 60 million mark. Since its market launch in 1980, the number of WASHLET models sold around the world has grown faster and faster.

WASHLET Sales increase since product launch



Always faster, always better: In the 1980s, TOTO started selling WASHLET – their innovative bidet toilet – in markets around the world, starting with Japan and then moving abroad. This year, the Japanese sanitary experts marked 60 million WASHLET models sold world-wide since the market launch in 1980. The major leap from 50 million to 60 million happened in just three years. It’s quite remarkable when one considers that it took 18 years – from 1980 to 1998 – to sell the first 10 million units. According to the latest figures, the Japanese bidet toilets are selling faster and faster each year.

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From Japan to the rest of the world: In 1980, Japanese sanitary specialist TOTO introduced the innovative and little-known toilet with the bidet feature – and in 2022, the company is celebrating 60 million models sold. A look back in time shows how this process has accelerated over the years: It took seven years from

the market launch to reach the one million mark, and another 11 years to overcome the 10-million-unit hurdle. The leap from 50 to 60 million happened in just three years – from 2019 to 2022.

Introducing a new way of using the toilet

According to TOTO LTD. President Noriaki Kiyota, TOTO expanded its activities abroad in 1982 to “show the world a new way of using the toilet”. In the late 1980s, the company started selling WASHLET successfully in the United States. TOTO expanded to the European market in 2009. Today, TOTO is available in 18 countries throughout various regions of the world.

WASHLET models are found all over Japan – TOTO’s “showroom for the world”

TOTO is the clear market leader in Japan, where over 80% of homes have bidet toilets – the majority of which are TOTO WASHLET models. Using bidet toilets is part of everyday life in Japan. WASHLET models are found in most public restrooms, commercial facilities, airports and modes of public transport, including airplanes and high-speed trains. Bidet toilets are also standard in Japanese hotels, offices, schools and health care facilities.

Higher standard of hygiene world-wide

According to TOTO’s latest figures, the number of WASHLET models purchased in Japan increased by a factor of 1.2 – and the number of exported models grew fivefold.

While WASHLET is well-established throughout most of Japan, TOTO has seen rapidly growing demand in North America, Europe and China. The company estimates that this development is partly due to the pandemic, which has raised standards of hygiene in countries outside of Japan.

High quality and service “Made in Japan”

WASHLET is gaining ground in Europe as well. In the last several years, WASHLET has become increasingly popular in upscale hotels and private homes. Since its European market launch in 2009, the Japanese sanitary experts have developed an extensive product range in all price categories specifically for this region – but with the same high standards of quality and innovative hygiene and comfort technologies found the world over.

The high quality and discerning service philosophy people associate with products “Made in Japan” helps foster trust in WASHLET, which stands out among competitors thanks to sophisticated technologies unique to TOTO.

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Press Information

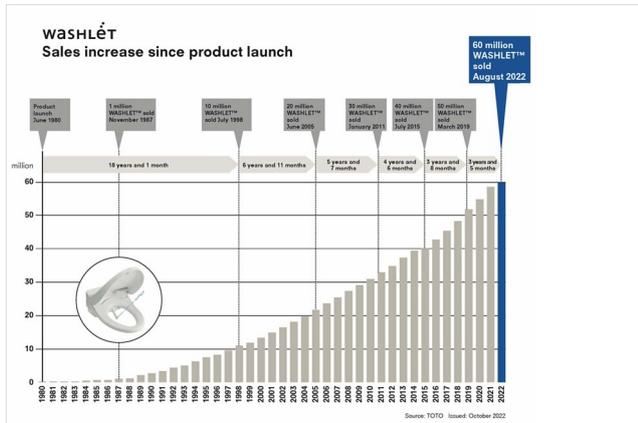
1 Sales growth since product launch in 1980, cumulated values

2 The greatest potential for development for TOTO lies outside Japan, as shown by the company's very dynamic growth in various regions around the world.

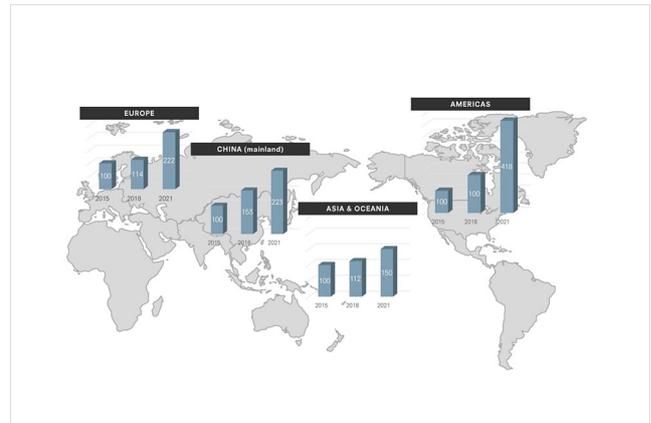
3 WASHLET is the flagship product in TOTO's portfolio. Since its introduction to the European market in 2009, the company has established an extensive range of products in all price categories specifically for this region. Photo: TOTO

4 TOTO's wealth of expertise is found in the graceful RW WASHLET and its angular counterpart, SW. All of the findings and experience from over 40 years of WASHLET production and over 60 million units sold led to the development of the RW and SW models, which are part of TOTO's Prime Edition Collection. Both models received the iF Design Award 2020. Photo: TOTO

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5 A close-up view of TOTO's WASHLET (RW model). One special feature that all of the Japanese sanitary expert's bidet toilets have in common is the wand jet. It is situated above the ceramic bowl to effectively keep it clean. Once used, the wand jet disappears behind a protective flap. Photo: TOTO

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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. In 2020, the company looked back on 40 years of developing and manufacturing its renowned WASHLET™. 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 30,000 people world-wide.

Read more about TOTO online: gb.toto.com

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