

## An elegant ambiance for relaxation – TOTO wins the iF Design Award 2021

TOTO leads the international competition – winning awards for the complementary designs of the Flotation tubs and CE vessels.



*A number of aspects combined to convince the panel of judges at the renowned iF Design Award to honour TOTO in 2021: the ergonomic, relaxation-promoting design of the round and square Flotation tub, and the coordinating designs of this tub and the vessels in the CE collection. According to iF, these give the bath “an elegant ambience.”*

Each year, more and more designers compete in the international iF Design Awards. Organisers called 2021 a “record year”, with nearly 10,000 registered products and projects to evaluate. The growing international competition makes it increasingly challenging to be successful. Yet TOTO managed to do just that in 2021’s competition, standing out in the “Product” category. The 98 design experts on the judges’ panel honoured the extensive development work and testing behind the two different versions of the beautifully designed Flotation tub.

TOTO developed its RECLINE COMFORT technology to create an extremely relaxing experience: The inside shape of the bathtub allows the bather’s body to assume the ideal posture for relaxation – with the shoulders and head in the perfect position to eliminate any strain, as well an ergonomic headrest to gently cradle the head.

The bathtub encourages the natural S-curve of the spine from the neck to the lumbar vertebrae, promoting deep relaxation, tranquillity and a feeling of lightness.

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The CE collection features round or square vessels that coordinate perfectly with each tub design. They are made of multilayer matte white composite material – a long-lasting, durable and great-looking choice. According to iF, the two vessel styles do more than just improve the look and feel of the bathroom environment: “The shape of the vessel makes handwashing comfortable and prevents spray,” the experts explained.

TOTO is proud of this year’s iF Design Award results and sees them as a confirmation of their mindset. According to the company: “Innovative technologies and materials are just as unique as the design: They exist for the sole purpose of providing outstanding comfort.”

Düsseldorf, June 2021

More information on RECLINE COMFORT:

<https://eu.toto.com/de/technologien/recline-comfort>

More information on TOTO washbasins:

<https://eu.toto.com/en/products/washbasins>

**1** Creating an elegant atmosphere in the bath: TOTO received the iF Design Award 2021 for the Flotation tub and coordinating vessels from the CE collection. Shown here: the round version. Photo: TOTO

**2** The iF Design Award 2021-winning Flotation tub is ergonomically perfect, giving the bather a feeling of weightlessness and relaxation. Available in round and angular versions. Photo: TOTO

**3** The coordinating round or square CE collection vessels are made of multilayer matte white composite material – a long-lasting, durable, and great-looking choice. Photo: TOTO

**4** The panel of judges for the iF Design Awards 2021 highlighted the design of the vessel, which makes handwashing comfortable and prevents spray. Shown here: the award-winning round version of TOTO's CE vessel. Photo: TOTO



**5** TOTO developed its RECLINE COMFORT technology to create an extremely relaxing experience: The inside shape of the bathtub allows the bather's body to assume the ideal posture for relaxation. Photo: TOTO

**6** The square version of the Flotation tub with TOTO's RECLINE COMFORT technology. Photo: TOTO

**7** Together, the Flotation tub and matching round or square vessel create perfect harmony in the bath. The matte white surface of the washbasin is especially elegant. Photo: TOTO

**8** TOTO's round and square vessels in the CE collection received the iF Design Award 2021. The fine, matte white surface is made of a multilayer composite material – long-lasting, durable and beautiful for years to come. Photo: TOTO

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**About TOTO Europe**

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, integrating technologies into their product designs in a smart, nearly invisible way while prioritising hygiene and resource conservation. 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 100<sup>th</sup> birthday in 2017. In 2018, the international market research institute Euromonitor named TOTO the “World's No. 1 Brand” in shower toilet sales. TOTO was also one of the first ten manufacturers to receive the seal of quality from Germany's Central Association of Plumbing, Heating and Air Conditioning (ZVSHK) along with the group's “Certified Manufacturer – Quality, Safety, Service” certification in 2019. TOTO employs 30,000 people world-wide.

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