

## HYGIENE IN A NEW DIMENSION

The demand for shower toilets is higher than ever before. In addition to offering unparalleled levels of hygiene, they also reduce the amount of toilet paper people need to use. The latest addition to TOTO's collection: the sleek Prime Edition WASHLET SW.



**TOTO has the ideal WASHLET for every interior style and budget. Now, the company introduces the angular counterpart to WASHLET RW: the new SW. The SW model also represents the culmination of the Japanese company's entire expertise, which boasts over 50 million units sold over 40 years of WASHLET production. These are figures that consumers can trust. Many people who have chosen WASHLET have described this as a "life-changing" step. The new feeling of cleanliness and freshness is simply beyond comparison.**

Like its curved RW counterpart, the new WASHLET SW model represents a technological milestone. It combines all proven hygiene technologies into one product, offering the ultimate in wellness, comfort and hygiene.

### **Clean Synergy: Prime Edition and essential hygiene features**

"Clean Synergy" is the term TOTO coined to describe the interplay of the Ewater+, Premist, Tornado Flush and Cefiontect technologies, all of which are only available from TOTO and make using WASHLET a truly unique experience. The two Prime Edition models also offer an automatic flush option. The new SW model also comes equipped with these TOTO-exclusive features:

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- Ewater+ to clean the ceramic and wand jet with sustainable electrolysed water
- Premist covers the toilet bowl with a fine mist of water, making it more difficult for dirt and waste to stick
- The powerful Tornado Flush to thoroughly clean the entire toilet bowl
- The long-lasting, special Cefiontect glaze guarantees a beautiful, long-lasting surface and keeps bacteria and waste from accumulating in the bowl
- A side nightlight for added comfort
- Descaling feature with either an automatic programme or manual descaling
- Autoflush: The SW is also available with an automatic flush option – in combination with TOTOs frame system and push plate
- Easy to clean: It's possible to remove WASHLET from the toilet bowl with a single grip to clean between WASHLET attachment and ceramic toilet
- Clean Case: WASHLET unit is now made using silicone-based material, making it more difficult for dirt to accumulate

## Save water and toilet paper

Hygiene is important, as well as environmental impact. TOTO WASHLETs also offer an important plus in this area. Whoever uses WASHLET also uses less toilet paper. Germany is only second to the United States in the per capita use of toilet paper. It's important to remember that producing toilet paper or the corresponding pulp involves clearing forests, using water and electricity, as well as chemical bleaching agents.

While more water is needed for intimate cleansing with WASHLET than with a conventional toilet, this additional consumption is by no means comparable to the amount needed to produce toilet paper. Conserving resources and giving as many people as possible around the world access to wellness and comfort in the bath is the Japanese global market leader's express goal. WASHLET SW as well as its RW counterpart also recently won the iF Design Award 2020.

More information about WASHLET™ is available on the TOTO microsite:  
<https://gb.toto.com/washlets/?lang=en>

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**1-4** Recent iF Design Award 2020 winners: The new, streamlined WASHLET RW and its angular counterpart, the SW, represent the culmination of TOTO's extensive expertise. All of the company's findings and experience in over 40 years of WASHLET production and over 50 million units sold have contributed to the RW and SW models, both of which are part of the new TOTO Prime Edition collection.  
Fotos: TOTO

**About TOTO**

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 100th 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)

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