

AN ABUNDANCE OF AWARDS FOR TOTO

TOTO received multiple awards in 2020: two iF Design Awards and the Red Dot Award: Product Design



TOTO once again emerged victorious among international competitors, recently receiving multiple awards: the renowned iF Design Award 2020 in the “Product” category, as well as the Red Dot Award: Product Design 2020. The iF Design Award winners were for WASHLET models RW/SW and WASHLET SX with the SP toilet. TOTO also won the venerable Red Dot Award: Product Design 2020 for its freestanding Flotation Tub.

With 7,298 submissions from 56 countries, there were more participants in this year’s iF Design Award than ever before. The panel of judges was also large enough to handle this massive volume, consisting of 78 design experts. A total of 40 judges also evaluated over 6,500 submissions for the Red Dot Award: Product Design.

TOTO is especially thrilled that the streamlined RW and angular SW models – both Prime Edition – received the **iF Design Award 2020**. The two WASHLETs represent a milestone for the Japanese company, as they unite all proven hygiene features in one product at an attractive price. The experts praised the very comfortable seat, the high standards of hygiene offered by the environmentally compatible self-cleaning function with electrolysed water (Ewater+), as well as the easy, clean installation with any visible connections. They also found the opportunity to choose between curved and angular options to be very positive.

WASHLET SW will available for purchase in May 2020.

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The iF Design Award judges were also impressed by the streamlined, angular SP toilet and equally stunning WASHLET SX: The simple, minimalistic design, the especially smooth, durable special Cefiontect glaze, and the Ewater+ function on WASHLET SX were some of the factors that inspired judges to give these models the award. They also emphasised the proven Tornado Flush, which propels water from wand jets, creating a powerful whirlpool that effectively cleans every inch of the toilet bowl.

The freestanding Flotation Tub received the **Red Dot Award: Product Design 2020**, featuring TOTO's new Zero Dimension technology.

The inside of the tub is shaped to give the bather the ideal position for relaxation, supporting the shoulders and head in a relaxed posture. The natural S-shaped curve of the spine is maintained from the neck to the lumbar spine, bringing about deep relaxation, an all-encompassing feeling of lightness and peace. The panel of judges seemed delighted by this product development from Japan. Before the award ceremony, the Red Dot Award: Product Design expert judges hoped to see "cultural diversity as well as different approaches to solve everyday problems."

This is the sixth year in a row that TOTO products have received iF Design Awards, and the eighth time for the Red Dot Award: Product Design: "This is a clear signal to our customers that we always strive to deliver the highest levels of hygiene with an appealing design," commented Hubertus Brüggemann, Germany Sales Director at TOTO Europe GmbH.

Düsseldorf, April 2020

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1-3 TOTO's Flotation Tub received the **Red Dot Award: Product Design 2020**. It features the innovative Zero Dimension technology for ultimate relaxation. The minimalistic, timeless design of the bathtub enhances the exclusive spa feeling of one's own home. Uncomplicated and stylish, the tub blends smoothly into every space, lending it clarity and peace. A ring of LED lights embedded at the bottom of the tub serves as a harmonising interior element. The Flotation Tub gives people the feeling of being able to completely let go, as if they were weightless, through a special posture promoted by the interior shape of the bathtub. This "Zero Dimension" is the posture that the body automatically assume when weightless. According to research findings, this is the point at which the body and mind can achieve full relaxation.

Photos: TOTO Europe



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4 iF Design Award 2020 winners: The new, stylish WASHLET RW and curved SW represent the culmination of TOTO's entire expertise. All of the findings and experiences gained in over 40 years of WASHLET production and over 50 million units sold contribute to the RW and SW, both part of TOTO's new Prime Edition.

5 The RW model is new and is available with the automatic Auto Flush feature.

6 The streamlined TOTO WASHLET SX also received the iF Design Award 2020: The new Ewater+ cleaning and automatic descaling features ensure that users always experience a clean, fully functional WASHLET.

7 The streamlined Square Perfection (SP) toilet also earned the iF Design Award 2020. TOTO also offers a round model (RP). On these sleek models, the seat and ceramic bowl look as if they were one cohesive unit. Like all TOTO toilets, they are equipped with the extremely smooth, durable Cefi-onect glaze and powerful Tornado Flush.

Photos: TOTO Europe

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

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