

## THE HYGIENE POWERHOUSE

Incorporating more hygiene in our everyday lives makes sense right now – and in the long run. TOTO WASHLET™ is a great option for bringing greater hygiene to the bathroom.



1 The two latest models in our Prime Edition, RW and SW, feature all of TOTO's sanitary technologies.

Ensuring the greatest possible hygiene is essential during a pandemic. We accept this as a reality of our times, but are unaccustomed to it in many instances. At the same time, we are slowly becoming aware of the fact that this situation will not change any time soon. TOTO is here to show us that incorporating more hygiene actually enriches our everyday lives, and is even beneficial to our overall well-being – both today and in future. The Japanese bathroom supplier has developed a true hygiene powerhouse with its shower toilet, known as WASHLET™. It is easy to clean, reduces germs to a minimum, and is as touch-free as possible. Many people who have switched to WASHLET™ describe it as “life-changing”. You can learn more about TOTO's innovative technologies and find a retailer near you on the [TOTO microsite](#).

In the past several weeks, we have all been forced to learn just how important prophylactic hygiene actually is – and not just in clinical settings, but in our everyday lives. According to the latest research\*, most viruses can survive only a few hours or a few days at most on surfaces. In contrast, bacteria and other microorganisms are capable of sticking around for several months and multiplying during this time. This presents a risk of infection, especially for people with compromised immune systems.

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### Invest in a higher standard of hygiene for the long term

As many of these relevant facts and findings suggest, it makes sense to invest in products that contribute to a higher standard of hygiene over the long term. This is the exact focus of TOTO's sanitary products. The Japanese market leader has decades of expertise in the producing shower toilets, making WASHLET™ an outstanding solution.

### A power-packed hygiene product

A TOTO shower toilet has outstanding hygiene features at many levels. The special CEFIONTECT glaze is easy to clean, extremely smooth, and as hard as glass. This essentially prevents viruses and germs from accumulating on the surface. One of the major innovations that TOTO developed in conjunction with the shower toilet is the rimless toilet bowl and especially powerful, efficient flush. Hygiene medicine specialist Prof. Dr. med. Klaus Dieter Zastrow confirmed the following about TOTO toilets in 2014: "...using a rimless toilet equipped with the TOTO TORNADO FLUSH (with circling water) essentially rules out the spread of gram-negative bacteria (intestinal germs).

Recent innovations include the use of an extremely dirt-repellent silicone-based material for WASHLET™. Using products that are touch-free is also becoming increasingly important. The new solution in TOTO's portfolio is an optional automatic flush available in the latest shower toilets. Models RW and SW also have a sensor-activated lid that lifts and lowers automatically.

What sets a TOTO shower toilet apart from the rest? We've highlighted the most important hygiene features available in WASHLET™:

- **EWATER+** to clean the ceramic and wand jet with electrolysed water – keeping both clean for a longer time
- **PREMIST** sprays the toilet bowl with a fine mist of water, because it is more difficult for dirt and waste to stick to moist ceramic
- The powerful **TORNADO FLUSH** thoroughly cleans the entire toilet bowl. More information is available on the TORNADO FLUSH microsite:  
<https://gb.toto.com/perfect-hygiene/en/index.php>
- The special, durable **CEFIONTECT** glaze ensures a beautiful, long-lasting surface and largely prevents bacteria or dirt from accumulating in the toilet bowl
- **Descaling function** with automatic descaling programme or manual descaling
- Easy to clean: It's possible to remove WASHLET™ from most models with just one grip and clean between the WASHLET™ attachment and toilet bowl
- The use of a **silicone-based material** for the WASHLET™ unit, wand jet and toilet seat, making it difficult for dirt to accumulate

**A good feeling**

Using WASHLET™ is also a great experience. TOTO employees surveyed users in the market and gathered a lot of feedback: Once you've used a shower toilet, you won't want to use anything else. Many of them said that the experience was life-changing, and enjoyed the unparalleled feeling of freshness and cleanliness after using the shower toilet. On top of that, people who own WASHLET™ find it very important that this product also helps the environment by reducing the use of toilet paper.

<https://www.youtube.com/watch?v=2VMGJ41xKks>

Keep in mind that producing toilet paper involves cutting down forests, using water and electricity, and also using chemical bleaching agents. Even if the shower toilet may use more water than a conventional toilet, this additional consumption is in no way comparable to what is needed to manufacture toilet paper.

We update TOTO Europe's facebook page with the latest news on shower toilets and hygiene almost every day: <https://www.facebook.com/TOTOEurope/>

\* Source: NIH National Library of Medicine:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1564025/>

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2 The two latest models in our Prime Edition, RW and SW, feature all of TOTO's sanitary technologies. Photo: TOTO Europe



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**3** The powerful **TORNADO FLUSH** thoroughly cleans the entire toilet bowl, preventing the spread of germs and bacteria. See the TORNADO FLUSH microsite for more information: <https://gb.toto.com/perfect-hygiene/en/index.php>. Photo: TOTO Europe

**4 PREMIST:** sprays the toilet bowl with a fine mist of water prior to use because it is more difficult for dirt and waste to stick to moist ceramic. Photo: TOTO Europe

**5, 6 EWATER+:** cleans the ceramic and wand jet with electrolysed water after each use – keeping both clean for a longer time. 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](http://gb.toto.com)**

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