

**Paradise in every respect**

Paradiso Pure.Living recently opened in the Dolomites, giving guests the opportunity to experience sustainability through all of their senses – with the best possible hygiene for added comfort.



*Featuring exclusive furnishings and natural materials, Paradiso Pure.Living hotel is a veritable paradise on earth. It is located in the heart of the Seiser Alm, Europe’s largest high-altitude Alpine meadow at over 2,000 metres above sea level. Nestled in the picturesque landscape of South Tyrol, it opened in 2019 as the first vegetarian hotel in the Dolomites. The hotel philosophy celebrates a connection to nature, conscious living and sustainability.*

The 41 rooms of this elegant inn are bright and bathed in light, with high-quality furniture, natural materials and a careful attention to detail. The designers focused especially on the bathroom design, using understated colours to create pure, clean and harmonious spaces. The baths are equipped with exclusive shower toilets (WASHLET™) from Japanese bathroom manufacturer TOTO, known for products that exemplify the ideal balance of aesthetics, functionality and hygiene. Sustainability also plays a major role in the company’s philosophy. For decades now, TOTO has been developing innovative technologies that conserve resources and respect the environment.

**Hotels currently considered hygiene-critical facilities, requiring special safeguards**

For Alexander Spögl, founder and Managing Director of Paradiso Pure.Living, it was especially important that the bathrooms in his hotel be equipped with WASHLET™ models. Due to the coronavirus pandemic, hygiene is considered especially critical in hotels today – and it is essential to take the necessary precautions. The shower toilets have proven to be a blessing in this current situation.

**Press office UK:**  
 INDUSTRY PUBLICITY  
 Phone:  
 +44 (0) 20 8968 8010  
 hq@industrypublicity.  
 co.uk

**Press office Europe:**  
 Anja Giersiepen  
 anja.giersiepen@  
 toto.com

**TOTO on the Internet:**  
 gb.toto.com

## **WASHLET™ ensures exemplary hygiene**

People feel reassured by intensified efforts to provide increased protection against infection, but these don't necessarily help to improve their well-being. Paradiso Pure.Living has created bathrooms that are very hygienic while still conveying a feeling of luxury and wellness.

To highlight an innovative hygiene technology in TOTO shower toilets: The rimless toilet bowl and extremely efficient TORNADO FLUSH technology prevent aerosol particles from forming in the bathroom. These tiny droplets float through the air, spreading viruses and germs. Hygiene Professor Klaus-Dieter Zastrow recently confirmed these findings in a study he conducted on TOTO toilets: "Rimless toilets with Tornado Flush play a major role in preventing infections in bathrooms."

## **TOTO plays a role in the hotel's sustainability concept**

Alexander Spögler is thrilled that he can pamper his guests even in this current situation. "It is especially important to our guests that they can relax and regenerate, explore nature, eat healthy food and forget all of the stresses that have dominated our lives over the last several months. This is why TOTO plays such an important role in our hotel's sustainability concept," explained the passionate hotelier.

### **At a glance:**

*The most important hygiene technologies in TOTO's ceramic toilets:*

- Rimless toilet bowl:
- TORNADO FLUSH: Creates a whirlpool of water to thoroughly clean every inch of the toilet bowl. For more information, check out our microsite: <https://de.toto.com/perfekte-hygiene/de/index.php>
- CEFIONTECT: A durable glaze that ensures a beautiful surface for years to come while preventing germs and waste from accumulating.

*The most important hygiene technologies in TOTO WASHLET™:*

- EWATER+ cleans the ceramic toilet bowl and wand jet with sustainable electrolysed water – keeping both clean for an extended period of time.
- The wand jet on TOTO shower toilets is positioned above the ceramic toilet bowl. It retracts behind a protective flap after use and cleaning. This is one special feature that ensures greater cleanliness and hygiene on all TOTO shower toilets.

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Düsseldorf, July 2020

**1** Paradiso Pure.Living in the Dolomites gives guests the opportunity to experience sustainability through all the senses. The hygiene concept perfectly complements its elegant, serene ambience. Photo: TOTO

**2** Paradiso Pure.Living recently opened in the Dolomites, giving guests the opportunity to experience sustainability through all of their senses – with the best possible hygiene for added comfort. Photo: TOTO

**3** Featuring exclusive furnishings and natural materials, Paradiso Pure.Living hotel is a veritable paradise on earth. It is located in the heart of the Seiser Alm, the largest high altitude Alpine meadow in Europe at over 2,000 metres above sea level. Photo: TOTO

**4** The recently opened Paradiso Pure.Living advertises itself as “the first vegetarian hotel in the Dolomites”. The elegant inn with an idyllic location in South Tyrol celebrates sustainability in every aspect – from its construction and focus on conserving resources to its furnishings and food selections. Photo: TOTO

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**5** In addition to the strong focus on hygiene, sustainability also plays a major role in TOTO's philosophy as a company. For decades now, TOTO has been developing innovative technologies that conserve resources and respect the environment. Photo: TOTO

**6** The 41 rooms of this elegant inn are bright and bathed in light, featuring high-quality furniture and natural materials. The bathrooms exude a sense of peace and harmony where guests can enjoy the cleanliness and comfort provided by the shower toilets. Photo: TOTO

**7** For Alexander Spögler, founder and Managing Director of Paradiso Pure.Living, it was especially important that the bathrooms in his hotel be equipped with shower toilets from TOTO. Photo: TOTO

**8** People feel reassured by intensified efforts to provide increased protection against infection, but these don't necessarily help to improve their well-being. Paradiso Pure.Living has created bathrooms that are very hygienic while still conveying a feeling of luxury and wellness. Photo: TOTO

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**9** To highlight an innovative hygiene technology in TOTO shower toilets: The rimless toilet bowl and extremely efficient TORNADO FLUSH technology prevent aerosol particles from forming in the bathroom. These tiny droplets float through the air, spreading viruses and germs. Photo: TOTO

**10** Alexander Spögl is thrilled to be able to pamper his guests even in this current situation. "It is especially important to our guests that they can relax and regenerate, explore nature, eat healthy food and forget all of the stresses that have dominated our lives over the last several months. This is why TOTO plays such an important role in our hotel's sustainability concept," explained the passionate hotelier. Photo: TOTO

**11** The hygiene measures needed in the current coronavirus pandemic pose an unexpected challenge – but shouldn't negatively impact the well-being of hotel guests. Paradiso Pure.Living is well-prepared: Guests enjoy the comforts of TOTO shower toilets while receiving the highest protection against infection – a discreet and upscale solution. Photo: TOTO

**12** The bathroom design uses understated colours to create pure, clean and harmonious spaces. Photo: TOTO

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**13** The bathrooms feature exclusive shower toilets from Japanese bathroom manufacturer TOTO, known for products that exemplify the perfect balance of aesthetics, functionality and hygiene. Photo: TOTO

**14** Due to the coronavirus pandemic, hygiene is considered especially critical in hotels today – and it is essential to take the necessary precautions. TOTO's shower toilets are fulfilling this purpose in the hotel's bathrooms. Photo: TOTO

**15** Featuring exclusive furnishings and natural materials, Paradiso Pure.Living hotel is a veritable paradise on earth. It is located in the heart of the Seiser Alm, the largest high altitude Alpine meadow in Europe at over 2,000 metres above sea level.

**16** Nestled in the picturesque landscape of South Tyrol, it opened in 2019 as the first vegetarian hotel in the Dolomites. The hotel philosophy celebrates a connection to nature, conscious living and sustainability. Photo: TOTO

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17 Nestled in the picturesque landscape of South Tyrol, it opened in 2019 as the first vegetarian hotel in the Dolomites. The hotel philosophy celebrates a connection to nature, conscious living and sustainability. 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.

TOTO products integrate technologies into their designs in a smart, nearly invisible way, while prioritising hygiene, resource conservation and comfort. 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 and was named the “world's no. 1 brand” for shower toilet sales by international market research institute Euromonitor International. TOTO employs 30,000 people world-wide.

More about TOTO: [gb.toto.com](http://gb.toto.com)

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