

## TOTO at ISH



*TOTO has an exceptional installation planned for ISH, the world's leading trade show for HVAC and water, scheduled from 13-17 March in Frankfurt. For the first time, the Japanese sanitary experts are inviting their guests to embark on a vibrant, sensory-rich exploration of the world of TOTO at an expansive exhibition spanning over 1500m<sup>2</sup>. According to a statement from the company, "We are showing the positive impact of our latest sustainable products on our lifestyles with a booth concept that stimulates the senses – with light, sound, flowing water and green trees."*

TOTO will present sanitary products that reflect a lifestyle focussed on unifying comfort and a healthy lifestyle in line with their "Life Anew" theme. The company's expressed goal is to transform everyday rituals into enriching experiences – allowing everyone to have access to a new quality of life.

TOTO is considered a leader in the development of innovative ceramics for the bath. At ISH, TOTO will give visitors the opportunity to experience their main product – WASHLET – first-hand, among several other interesting features and exhibits. The company's strong commitment to sustainability in their products, which also extends to their research and development efforts, also plays a significant role in this context.

### WASHLET experts

WASHLET is the name of TOTO's bidet toilet. It helps conserve resources with its comfort and hygiene technologies – like using water to gently clean intimate areas

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instead of toilet paper, for example. Environmentally friendly hygiene technologies are also relevant here as they eliminate the need for aggressive cleansers and reduce toilet cleaning to a minimum. Over the past 40 years, a variety of different WASHLET models and versions have emerged from Japan to spread throughout the world. People everywhere absolutely love this hygienic, long-lasting and resource-saving product. TOTO has already sold over 60 million WASHLET models world-wide – more than any other manufacturer, according to company figures.

### Trade show premiere

TOTO is introducing NEOREST WX at this year's ISH. The smart toilet prototype with integrated WASHLET is among the company's high-end models. Combining innovative design with state-of-the-art technology, NEOREST is the most sophisticated toilet with integrated WASHLET developed by the Japanese manufacturer so far. Pure in shape and form, NEOREST WX uses the natural smoothness of the ceramic to create a gently curved design that exudes a feeling of comfort. Streamlined and elemental, NEOREST WX is a perfect addition to bathrooms of every style.

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## Press Information

1 Visitors can experience the products with all their senses throughout the spacious trade show booth. Photo: TOTO

2 Entrance to the trade show booth. Rays of sun shine through the trees, and the sounds of nature greet the visitors as they enter. It's an oasis of calm in the hustle and bustle of the trade show. Photo: TOTO

3 NEOREST. The brand message PURE LUXURY conveys a feeling of sophistication in the bath. NEOREST supports this, elevating people's well-being. Photo: TOTO

4 TOTO has a large range of WASHLET models. The company has sold 60 million units world-wide – more than any other manufacturer. Foto:TOTO

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5 Equipped with innovative technology, the showers meet people where they are in their day – from the moment they wake up until they go to bed. They can be everything from invigorating to calming and relaxing. Photo: TOTO

6 NEOREST WX. Top-class smart toilet with integrated WASHLET. Photo: TOTO



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### About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their well-being. 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. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories. The company can now look back on over 40 years of developing and manufacturing WASHLET and has sold over 60 million units worldwide to date. TOTO supports the development of a fully emission-free society and is very committed to sustainability: By joining the RE100 initiative, TOTO Group will convert all of its facilities to power from sustainable energy sources by the year 2040. The company also received certification from the Science Based Targets Initiative (SBT) to reduce greenhouse gases in line with the Paris Agreement, and to systematically cut CO<sub>2</sub> emissions further on this basis. TOTO employs 36,000 people world-wide.

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

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