

New to the Forum – TOTO’s major appearance at ISH 2023

Global player TOTO shows their commitment to sustainability with a large-scale exhibition in the Forum.



*This year, TOTO is showcasing their customer-focused products with an exciting new installation at the Forum. With over 1,500 m2 of exhibition space at the world’s leading trade show, the sanitary experts from Japan are sharing their core message with a huge international audience: Every product is designed with a focus on meeting people’s needs for comfort, cleanliness and conserving resources. TOTO responds to these basic human needs with WASHLET, complete with its unique comfort and hygiene technologies. At ISH, guests will have an opportunity to explore the development, functionality and technologies of their main product – of which TOTO has sold more than any other competitor around the world. **TOTO at the Forum: FOR.0A01***

TOTO has an exceptional installation planned during the world’s leading ISH 2023 trade show from 13-17 March in Frankfurt: For the first time, the Japanese sanitary experts are inviting their guests to explore the world of TOTO with all the senses at the expansive, highly visible Forum. According to a statement from the Japanese sanitary experts, with 36,000 employees across 18 countries: “We are showing the positive impact of our latest sustainable products on modern lifestyles with a booth concept that stimulates the senses – with light, sound, flowing water and green trees”.

Messe Frankfurt and the Central Association for Sanitation, Heating and Air Conditioning (ZVSHK) also recognise TOTO’s new installation: “I’m delighted that an innovative global manufacturer like TOTO is taking part in ISH – and at a new, special location: the Messe Frankfurt Forum. Their fascinating trade show booth and technological innovations, especially when it comes to sustainable products, will certainly attract the attention of many industry guests from around the world”,

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explains Wolfgang Marzin, CEO Messe Frankfurt.

Michael Hilpert, Central Association for Sanitation, Heating and Air Conditioning (ZVSHK) President, comments: "ISH is absolutely essential for every company in the sanitary, heating and air conditioning sector. And having a strong presence at the world's leading trade fair is a must for national and international manufacturers in this segment. Like other prominent players, TOTO has made the effort to take part in this major event. As trade representatives, we are delighted that TOTO is showing their strong affiliation with trade professionals with their prominent presence in Frankfurt. This is only further reinforced with the highly visible seal of quality they carry as a ZVSHK-certified manufacturer. I'm convinced that ISH 2023 will be a very special trade show – also due to TOTO's involvement. ISH has never been as important and ground-breaking as this year."

TOTO is a global leader in the development of innovative ceramics for the bath. The company aims to use the upcoming ISH to highlight their main product – WASHLET – among several other interesting features and exhibits. The company's strong commitment to sustainability, which also extends to their research and development efforts, plays a significant role in this context.

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 instead of toilet paper, for example. Environmentally friendly hygiene technologies are also relevant here as they eliminate the need for aggressive cleaning products. 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 company, according to company figures.

TOTO invites guests to discover WASHLET and many other products and innovations at FOR.0A01.

For more information: gb.toto.com

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1 The TOTO logo is highly visible from a distance at ISH 2023 in Frankfurt. The international sanitary experts from Japan are providing comprehensive insights into the development, functionality and technologies of WASHLET, their main product. Photo: Messe Frankfurt

2 TOTO shows the positive impact of their latest sustainable products on modern lifestyles with a booth concept that stimulates the senses – with light, sound, flowing water and green trees. Photo: TOTO

3 Wolfgang Marzin, Chairman of the Board of Management, Messe Frankfurt. Photo: Messe Frankfurt

4 Michael Hilpert, President of ZVSHK



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Press Information

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. In 2020, the company looked back on 40 years of developing and manufacturing its renowned WASHLET™. 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 CO₂ emissions further on this basis. TOTO employs 30,000 people world-wide.

Read more about TOTO online: gb.toto.com

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