

For Immediate Release

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TOTO Unveils New Global Message for its Revolutionary WASHLET Product Line, “Let’s Wash with WASHLET,” at CES 2021

(Morrow, GA) January 11, 2021 — TOTO, the world’s largest plumbing manufacturer with more than \$5.47 billion in annual sales, announced today that the company is adopting a new global key message for its WASHLET product category, “Let’s Wash with WASHLET.” The new global message captures the enthusiasm of people worldwide who have shifted their daily ritual from dry paper to washing with



WASHLET. TOTO will unveil this new global message at CES 2021.

“When TOTO launched WASHLET 40-years ago, it was so innovative and so intelligently designed that it reinvented the way people perform one of their most vital daily rituals -- how they clean themselves post toileting,” said Shinya Tamura, CEO, TOTO USA. “With WASHLET, they changed their everyday habit from using dry paper to cleansing with warm water. Around the globe,

people found they were cleaner and more comfortable than they had ever felt after a bathroom break. Our new global message – “Let’s Wash with WASHLET” – captures the passion that more than 50-million people experience each day when they use WASHLET.”

With the launch of WASHLET, TOTO established an entirely new personal care product category and ignited a worldwide revolution in personal hygiene. Far superior to the paper alternative, WASHLET provides consumers with the kind of clean that makes them feel more refreshed, rejuvenated, and confident than they have ever felt after a bathroom break. Today, WASHLET is recognized as the best-selling brand of toilet seats with bidet functions in the world.¹

¹In 2019, [Euromonitor International, Ltd.](#), a global leader in international market research, certified WASHLET as the world’s number one brand of electric toilet seats with bidet functionality based its sales volume.

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The COVID-19 global pandemic has heightened the importance of personal cleansing with water. People across the U.S. have shifted their daily habit from wiping with dry paper to washing with WASHLET.



WASHLET uses pure, clean water – and myriad technological innovations – to make its users cleaner and more refreshed than they have ever felt. When the cleansing cycle is activated, a streamlined wand with AIR-IN WONDER-WAVE technology extends from beneath the seat to provide a soothing warm flow of aerated water for complete cleansing. Because the water is drawn directly from the home's fresh water supply, WASHLET delivers warm, aerated water that is always clean and pure. Once the cleansing cycle is completed, the user may engage the drying cycle, which uses warm air to gently dry the area, protecting the environment by reducing the need for toilet tissue.

Today's WASHLET models feature other luxury features, including high-tech sensor operation with auto open/close and auto flush; heated seat; in-bowl catalytic deodorizer; energy- and water-saving features; and EWATER+ technology.

Unstoppable Innovation

Since its launch in 1980, TOTO engineers have continued developing new features for WASHLET at a dizzying pace. It is important to realize that even the most basic WASHLET features have hundreds of hidden innovations behind them.



WASHLET+ and CLEAN SYNERGY

One of the recent innovations by TOTO is WASHLET+. Designed for every home, WASHLET+ is the smart way to introduce the life-changing comfort and cleanliness of TOTO technology to consumers' lives. Each toilet-and-seat set is harmoniously designed with no protruding supply connections (water or electrical). Many different combinations of TOTO Toilets and WASHLET+ units are available. Consumers may choose WASHLET+ models with the features that best match their bathroom and sense of style.

Available on WASHLET+, CLEAN SYNERGY is unmistakable in its four cleaning technologies that work together to deliver unparalleled cleansing performance and maintain the bowl's cleanliness longer.

With the need for cleanliness and hygienic surfaces at the forefront of consumers' minds, TOTO WASHLET+ models offer cleaning technologies that work synergistically. They are essential in this *New Normal Way of Life* that consumers are experiencing:

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- **PREMIST:** The bowl's interior is sprayed with a fine mist of water to reduce matter, mold, and mildew's ability to stick to its surface.
- **CEFIONTECT:** A nano-technology glaze seals the porcelain with an ionized barrier, creating a super-slippery, non-porous surface that repels matter, mold, and mildew.
- **DYNAMAX TORNADO DUAL-FLUSH SYSTEM:** This rimless bowl design and 2.5 diameter trapway by TOTO use 100% of the water to remove waste effectively and clean every inch of the bowl and rim. The DYNAMAX TORNADO DUAL-FLUSH SYSTEM enables consumers to choose the level of water used -- 1.28 or 1.0 gallons per flush (gpf) for the full flush or 0.8 for the light flush. TOTO always seeks to optimize water conservation while setting a high bar in *quiet* world-class flushing performance.
- **EWATER+:** The cleanliness of the bowl's surface and the interior and exterior of WASHLET and NEOREST wands is ensured by automatically misting them with electrolyzed water, a well-known cleaning agent, which reduces the need for harsh cleaning chemicals. Electrolyzed water is produced by electrolysis of the chloride ions in ordinary tap water. It is completely free of added chemicals and harsh cleaning agents. Over time, EWATER+ returns to its original state as ordinary tap water.

After-Sales Service

To support WASHLET and WASHLET+ owners, TOTO maintains a dedicated team of Technical Support and Customer Service professionals. They are available by phone Monday through Friday, from 8AM to 8PM EST at 888.295.8134, Ext. 6. By Live Chat, they are available Monday through Friday, from 10AM to 1PM EST.

Economic Milestones

Since its introduction in 1980, WASHLET has advanced a culture of everyday cleanliness and comfort across the globe. In 2019, TOTO announced that it had sold more than 50-million WASHLET units worldwide.

***Journalist's Note:** High-resolution digital images of WASHLET or WASHLET+ models are available for download from the Online Press Room or immediately upon request.*

About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world's largest manufacturer of bathroom fixtures and fittings, with \$5.47 billion in annual sales (as of March 2020 and its exchange rate). For more than 100 years, TOTO has been the recognized leader in innovation, technology, performance, and design with products that enhance the luxury bathroom experience. Today, the company maintains 33,554 employees in 19 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India, and China. Guided by its corporate philosophy, the TOTO Global Group strives to create a great company, trusted by people worldwide, which contributes to the betterment of society. Dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty, and performance, TOTO is the sole plumbing manufacturer to maintain a research and development center devoted to universal design, advanced science, and technology. Consumers enjoy the peace of mind that comes from

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knowing they purchased a brand that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations about what is possible in the bath space, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on Twitter ([@TOTOUSA](https://twitter.com/TOTOUSA)) and Instagram ([@TOTOUSA](https://www.instagram.com/TOTOUSA)) and become a [TOTO fan](#) on Facebook.

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