

TOTO Americas

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 more than \$5.1 billion dollars in annual sales. For 100 years, TOTO has been the recognized leader in performance innovation and design with products that enhance the luxury bathroom experience.



Today, the company maintains 26,842 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the USA, China and Europe with an affiliated network of more than 80 production facilities worldwide.

With over 1,500 engineers on staff and three centers devoted to research and development, TOTO is dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance. TOTO's

corporate philosophy – People-First Innovation – is the guiding principle for all the company's processes, from engineering and design to manufacturing and sales. Consumers enjoy the peace of mind that comes from 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 as to what is possible in the bathroom, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

TOTO Everywhere

In 1989, in response to the state's dramatic drought conditions and the growing need for water conservation, TOTO USA was established in California. With the TOTO Global Group's reputation for manufacturing high efficiency toilets in Japan, TOTO quickly became the favorite of both U.S. water conservation experts and consumers as its toilets reduced water consumption while providing effective flushing performance. More than 25 years later, TOTO USA is a leader in the North American residential and commercial bathroom products market, offering a full line of plumbing fixtures, fittings, and accessories that are designed to create an enjoyable bathroom experience.

In 1996, TOTO USA opened a state-of-the-art manufacturing plant in Morrow, GA, and began production of luxury residential plumbing products. Today, TOTO maintains three major manufacturing facilities in North America – two in the United States (Morrow and Lakewood, Georgia) and one in Mexico (Ciénega de Flores, Nuevo Leon). TOTO also maintains two major assembly, warehousing, and distribution centers in Fairburn, GA, and Ontario, CA.

TOTO's premium plumbing products are often the first choice of architects, designers, engineers, developers and others who seek the highest quality products for their projects, both residential and commercial. TOTO products can be found in many of the world's most prestigious homes, condominiums, hotels, resorts, airports, stadiums, restaurants, office buildings and other structures whose standards demand the highest levels of performance design and aesthetics.

TOTO is sold through leading kitchen and bath boutiques, high-end showrooms, plumbing distributors. Professionals introduce customers to products and demonstrate how TOTO's innovations can help them create their own bathroom experience. TOTO is also available through eTailers

People-First Innovation

TOTO's goal is to always advance thought, generate improvement, and spur progress. The company is known for its design-forward, global aesthetic that exceeds the highest standards in performance and environmental conservation. Its manufacturing processes and facilities have also earned recognition from governmental and private agencies for their leadership in sustainable manufacturing. Recently, the Brookings Institution acknowledged TOTO for its efforts in Clean Economy jobs creation. The coming Clean Economy, Brookings maintains, will define America's low carbon future and provide employment opportunities for workers at all levels of income and skills, making it an important element in America's emerging economy.

TOTO's rich history of innovation has been changing the perception of what a bathroom can be and how it is used for almost a century. Today the company continues to set the standard with innovations and engineering breakthroughs such as:

- **EcoPower Technology:** TOTO harnessed the use of water as a power source with its revolutionary EcoPower technology. TOTO's unique line of electronic EcoPower sensor faucets, sensor flush valves, and shower lighting systems use this patented technology as their chief power source – greatly reducing maintenance costs and battery disposal, which helps protect the environment.
- **Washlet:** TOTO reinvented the toilet seat by creating the Washlet, which gives people a new way to be cleaner and more comfortable every day. Washlet seats can be installed on virtually any toilet and use pure, clean water—along with myriad TOTO technologies—to make their users cleaner and more refreshed. Recently, TOTO achieved a major milestone by selling more than 36 million Washlets worldwide since

their launch in 1980.

- **NEOREST Toilets:** TOTO created a new industry-wide product category when it debuted the first auto-aware, tankless toilet with integrated personal cleansing system. With their sleek, modern design, NEOREST integrated toilets respond to users by opening, closing, and flushing automatically. Their integrated personal cleansing systems offer warm-aerated water to clean and warm air to dry, significantly reducing the consumption of toilet tissue.
- **CeFiONtect:** TOTO's patented, super smooth glaze that repels visible and invisible waste, making it difficult to adhere to porcelain. CeFiONtect is baked into the porcelain glaze—not just applied to the surface—making it more effective than traditional painted-on coatings. CeFiONtect keeps toilet bowls and sinks cleaner, longer and reduces the need for harmful cleaning agents, which benefits the environment.
- **Tornado Flushing Technology:** TOTO continues to raise the bar on gravity-fed high-efficiency flushing systems with its Tornado technology. This PeoplePlanetWater performance innovation is inspired by Nature's cyclones. It harnesses the power of water and gravity to effectively spin away visible and invisible waste, creating a powerful high-efficiency 1.28 GPF—or ultra high-efficiency 1.0 GPF—flush that maximizes cleaning action as it saves money and water with every flush.
 - Recent disclosures of personal injuries, property damage, and safety concerns attributable to pressure-assist flushing systems, several of the major North American toilet manufacturers issued widespread product recalls for their pressure-assist toilets. TOTO, which has never sold pressure-assist toilets, expects to see exceptionally robust interest in the 1G line of ultra high-efficiency toilets from consumers, builders, architects, designers, and contractors who are looking for an especially high-level of water savings in an ultra-high-efficiency toilet that avoids the risks of pressure-assist systems.
- **Electronic Sensor Faucets:** TOTO first introduced electronic sensor faucets to the North American market that operate only when the sensor detects the presence of hands and quickly shut off completely when not needed, reducing water consumption.
- **SoftClose Seat:** TOTO designed the first soft close toilet seat whose unique hinging system reduces injury, annoying seat slam, and noise.
- **Unifit Rough-in:** TOTO was the first to bring to market the modular rough-in, which adapts a skirted toilet to a 10", 12", or 14" rough-in.
- **Active Surfaces:** TOTO's innovations expand much further than the bathroom.
 - HYDROTECT is photocatalyst technology that harnesses the power of light and water to clean surfaces of dirt and grime. It can be used effectively in numerous applications, from exterior walls and glass to interior walls and floors.

- HYDROTECT offers three primary benefits:
 - Easy-to-clean Surfaces
 - Antimicrobial* / Antifungal Surfaces
 - Air Quality Improvement



Among HYDROTECT products' secondary benefits are building maintenance cost savings; reduction in the use of toxic cleaning agents; global greenhouse gas diminution; carbon footprint reduction; net positive environmental impact as derived from Life Cycle Assessment; and added value to LEED projects, earning points through a variety of applications.

**EPA Certification in Progress*

People. Planet. Water.

TOTO's products, technological innovations, operations, and policies demonstrate a clear commitment to sustainability that dates back to its incorporation in 1917 when "environmental stewardship" was one of the company's founding missions. Respect for the environment is embedded in the culture at TOTO. Whether it is engineering high-efficiency toilets, faucets, and showers or implementing a closed-loop paper-recycling system, TOTO's sustainability leadership includes:

- Upcycling imperfect and damaged china by grinding it to powder for use in the manufacturing of tile
- Upcycling clay slurry as feedstock for tile production
- Upcycling clay sediment waste into premium white brick building material
- Recycling post-industrial gray water within its operations to reduce potable water consumption
- Kilns use pulse-fire technology, and exhaust heat from the firing process is reused in the drying room
- Green electricity is purchased from Georgia Power, some of which comes from gas-fired generators that use methane produced at the local landfill
- Biodegradable soybean-based oils is used in all hydraulic systems to reduce reliance on carbon-based lubricants
- UPS small package shipments are carbon neutral
- Water and electricity used at TOTO offices is reduced to a minimum
- Employees are encouraged to bring their recyclables to TOTO plants if the city where they live does not provide recycling services
- All TOTO facilities are ISO 9001:2008 and ISO 14001-2004 certified

Sustainable manufacturing is another way that TOTO demonstrates its commitment to protecting the environment and remaining planet-friendly.

Water Conservation Advocacy

TOTO plays a significant role in leading the sustainability movement in the plumbing industry. In fact, its active role in advancing policy and leading certification organizations demonstrates how its products and practices to help ensure environmental responsibility:

- TOTO USA is the only plumbing manufacturer to receive the EPA's Water Efficiency Leader Award
- TOTO is the first plumbing products manufacturer to have employees become sustainability experts by gaining LEED Accredited Professional status
- TOTO is the first major plumbing products manufacturer to join the United States Green Building Council (USGBC) and is a founding member of the Alliance for Water Efficiency.
- TOTO partners with the EPA to help develop the language of the WaterSense program and to help establish the testing criteria to validate the integrity of the high-efficiency product performance.

TOTO Total Design

For more than 30 years, TOTO has developed products based on Five Principles of Universal Design:

- Low Physical Effort
- Flexibility In Use
- Safety
- Simple and Intuitive Use
- Comfort



Wearing an Age Simulation Suit, a TOTO Product Engineer learns first hand the difficulty a physically challenged person has getting out of the tub.

TOTO's Total Design goes beyond Universal Design to create total inclusive design. TOTO is the only manufacturer to have an entire research and development facility dedicated to going beyond ADA and Universal Design Standards. The company strives to create comforting and stress-free bathroom experiences for people of all ages and ability levels. TOTO believes that great design—like great performance—is for everyone.

As part of its ongoing research, TOTO developed a network of more than 280 people of varying ages and physical abilities from inside and outside the company to test its products. Testing takes place in the Universal Design Research Center's observation studios, where products are closely monitored as users interact with them to discover what specific things people find difficult to use or inconvenient. Product designers

and engineers also experience the reduced physical movements (range of motion) of individuals with special needs through the use of Age Simulation Empathy Suits that add weights to the joints of arms and legs. They are then able to understand—at a somatic level—the difficulty these people have rising from a sitting to standing position, lowering themselves from a standing to a sitting position, and getting in and out of tubs and shower stalls. A Visual Acuity Simulator uses special frosted glass to recreate the dim sight experienced by a person of low visual acuity.

TOTO's mission is to design products that create holistic bathroom experiences free of inconvenience and discomfort, offering ease of use and safety to everyone regardless of age or ability.