

An inspiring look into TOTO's world

The Japanese sanitary ware manufacturer TOTO has completely redesigned its website – providing even more inspiration as well as information.



With its newly redesigned website, TOTO is opening an inspiring digital door into the world of the international sanitary ware company from Japan. The new website concept revolves around omotenashi, or Japanese hospitality. Stunning large-format images pair with extensive product and background information to show users how they can create an entirely new lifestyle with TOTO's bathroom solutions.

Internet technologies are rapidly evolving along with people's habits and needs in the digital space. There is a demand for more adaptable website concepts, especially ones that effectively respond to the marked increase in mobile internet use. With its new website, TOTO is staying abreast of these changes – but also invites people to explore the extraordinary world of TOTO bathroom products. The page is inspired by the Japanese concept of omotenashi, the country's deep-rooted culture of hospitality shaped by mutual understanding and respect. The ultimate goal is to create the most comfortable atmosphere and experience possible for all guests.

Focus on WASHLET™

TOTO WASHLET™ is at the heart of the website: The original shower toilet from Japan is the international company's bestselling product and centrepiece of the business. TOTO has been producing WASHLET™ for the European market for over 10 years, where its integrated technologies have helped it emerge as the clear leader among competitor products – especially in terms of hygiene, comfort and quality. The new website allows users to conveniently search for the WASHLET™ specialists and retailers nearest them, including locations to try this revolutionary product in person.

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Solutions for a sensual bathroom experience

The subtly animated and emotional imagery on the new website show how everyday bathroom rituals can enrich people's lives, helping to promote a luxurious new lifestyle. TOTO describes this fusion of aesthetics and well-being as "Life anew", a culture that the company achieves through its premium product design, top-quality materials and unique technologies. The new TOTO website effectively reflects all of these aspects, drawing special attention to the topic of technology. Here, users can learn a great deal about the fascinating developments integrated in the products that they often cannot see – like the ultra-smooth special CEFIONTECT glaze applied to all ceramic surfaces. The microscopic surface structure keeps even the tiniest particles from sticking. With all of its innovative technologies, TOTO aims to get one step closer to creating the perfect bathroom.

Extensive and informative

The new website presents TOTO's vast product range in a clearly organized structure: WASHLET™, rimless toilets, washbasins, bathtubs, urinals, showers, bidets and hand dryers. It also includes a detailed introduction to the company, which employs 30,000 people around the world. Sustainability plays an important role in addition to TOTO's central theme of hygiene. For decades, TOTO has developed innovative technologies that conserve resources and respect the environment. A new, extensive service area helps users locate private customers as well as TOTO business partners. The page provides access to all of the latest catalogues and brochures, as well as an extensive database of videos and images. Partners can use helpful resources like TOTO bathroom planning software, technical drawings and BIM data, as well as installation and operating instructions. We cordially invite all of you to check out the new TOTO website: de.toto.com

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1 The new TOTO website has been online since early January 2021. Stunning large-format images pair with extensive product and background information, transporting the “Life anew” lifestyle that TOTO creates with its bathroom solutions.

Photo: TOTO

2 Japanese sanitary ware company TOTO has completely revamped its website. 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