

TOTO

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For Immediate Release

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TOTO Unveils Next-Generation Smart, Sustainable, and Luxury Bathroom Innovations at KBIS 2025 (Booth #N738)

Company Showcases State-of-the-Art Product Design, Smart Technology, and Sustainable Solutions for Enhanced Comfort, Wellness, and Eco-Friendly Living

(Morrow, GA) February 24, 2025 — TOTO, the world's leading plumbing manufacturer with over \$5.34 billion in annual sales, announced today that it will captivate KBIS 2025 with an immersive experience in Booth #N738. The TOTO showcase will highlight next-generation smart technology, environmentally conscious solutions, and state-of-the-art luxury designs for the modern bathroom.



Inspired by nature's elegance, these Kiwami Asymmetrical Matte Vessel Lavatories by TOTO in Matte White, Beige, Gray, and Black add timeless sophistication to your bathroom, blending beauty with functionality

Visitors can explore these innovations firsthand at the TOTO interactive booth, where live demonstrations and expert-led discussions will showcase how smart technology, sustainable design, and sophisticated aesthetics enhance daily comfort and well-being.

“At KBIS 2025, TOTO continues to redefine the modern bathroom with breakthrough design and cutting-edge technology,” said Hidemi Ishikawa, CEO of TOTO USA. “This year, we’re showcasing innovations that blend smart technology, sustainable design, and luxury to transform people’s everyday routines. Our latest

advancements elevate comfort, hygiene, and wellness while reflecting our commitment to sustainability and thoughtful design.”

He continued, “Well-being is at the heart of the TOTO philosophy. The KBIS 2025 showcase reflects that commitment. Our immersive booth experience demonstrates how beauty and sustainability go hand in

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Elevate your bathroom with the Kiwami Standard Rectangle Vessel Lavatory in Matte Gray by TOTO. Its ultra-thin profile and velvety finish offer a bold, modern style statement.

hand. Expert panels on emerging industry trends reinforce the company's thought leadership in shaping the future of bathroom innovation."

With a focus on style, sustainability, and smart technology, TOTO continues to elevate the modern bathroom at KBIS 2025.

Matte Color Lavatories: A New Era of Sophistication

TOTO introduces Kiwami® Matte Vessel Lavatories, where artistry and design excellence create a sophisticated, modern bathroom experience. These meticulously crafted lavatories blend bold aesthetics with exceptional durability.

Available in four striking shapes—Oval, Asymmetrical, Standard Rectangle, and Compact Rectangle—each lavatory makes a distinct style statement while complementing various bathroom interiors. Color-matched drain covers are sold separately.

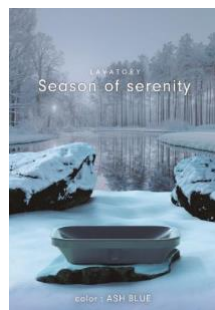
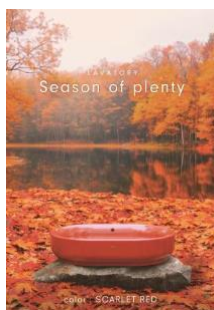
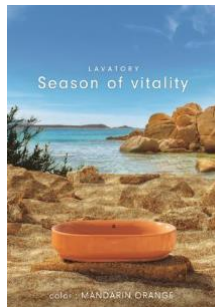
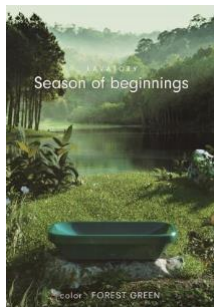
Crafted with LINEARCERAM®, an ultra-thin yet incredibly strong ceramic, these lavatories feature delicate walls without compromising durability. Their four luxurious finishes—Matte White, Matte Beige, Matte Gray, and Matte Black—add depth and character to any space.

Designed for effortless maintenance and long-lasting beauty, these matte vessel lavatories enhance in-home spa-like retreats and contemporary bathroom sanctuaries. With refined style and superior craftsmanship, they elevate modern bathroom design.

Following the success of its Matte Black faucet finish, TOTO is expanding its faucet portfolio with additional color finishes, providing designers and style-conscious homeowners with more possibilities to bring their creative visions to life.

Vibrant Color Vessel Lavatories: Empowering Bold Personal Expression in the Bathroom

TOTO redefines bathroom design with bold, color-rich vessel lavatories that inspire creativity and self-expression. Available in rectangular and oval designs, they come in four vibrant hues—Forest Green, Mandarin Orange, Scarlet Red, and Ash



Experience the beauty of every season with TOTO's bold new color lavatories—Forest Green, Mandarin Orange, Scarlet Red, and Ash Blue.

— more —

Blue. Each shade captures the energy and beauty of nature's seasons.

These colorful lavatories blend artistic elegance with durable craftsmanship. Their smooth surfaces resist stains and maintain rich, lasting color. Whether designing a serene retreat or a statement bathroom, these lavatories let homeowners and designers create a personalized space that reflects their style.

For seamless design harmony, these new color lavatories by TOTO pair effortlessly with its elegant custom faucet finishes and matching drain covers. Together, these elements enhance modern bathroom design, creating a polished, high-end aesthetic.

These new color-rich lavatories showcase the company's commitment to bold design and enduring beauty. Perfect for design-savvy homeowners and designers alike, they bring a dynamic, transformative element to the modern bathroom.



Elevate your bathroom experience with the new WASHLET S5 by TOTO. Featuring instant warm water, a heated seat,

enhances cleansing. A heated seat and warm air dryer provide extra comfort while reducing toilet paper use. A built-in nightlight improves low-light visibility.

The WASHLET S5 integrates EWATER+® technology, which electrolyzes water to clean the wand inside and out before and after each use. PREMIST® technology sprays the bowl before use, preventing waste buildup and simplifying cleaning. Its automatic deodorizer neutralizes odors at the molecular level.

Next-Generation WASHLET® S5 and S2 Bidet Seats: Instantaneous Warm Water Cleansing for Unmatched Cleanliness, Comfort, and Relaxation

TOTO, which pioneered the luxury WASHLET bidet seat in 1980, continues to lead with its next-gen WASHLET S5 and S2 models. These innovative new models redefine comfort, hygiene, and convenience in the modern bathroom.

WASHLET S5: Sleek Design, Instantaneous Warm Water, and Personalized Comfort

The new tankless WASHLET S5 is an eco-friendly choice, featuring an instantaneous water heater that heats only the water needed. This innovative new design reduces energy consumption by 38% while providing continuous warm water cleansing for a refreshing, hygienic experience.

Adjustable temperature and pressure settings ensure personalized comfort, while the dual-action spray with oscillating and pulsating functions

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With a sleek, streamlined silhouette that is 19% slimmer, the new WASHLET S5 requires fewer materials to produce, supporting a more sustainable design while blending seamlessly into any bathroom. A new ergonomic remote control stores personalized settings for four users, ensuring effortless customization.

Available in elongated and round bowl styles, the WASHLET S5 combines cutting-edge features, sustainability, and modern design, redefining bathroom luxury with unparalleled comfort and hygiene innovation.

WASHLET S2: Next-Gen Upgrade for a Luxurious Clean

TOTO introduces the WASHLET S2, its latest entry-level bidet seat, making advanced WASHLET technology more accessible. Its 19% slimmer design uses fewer materials during manufacturing, supporting a more sustainable approach to modern comfort and hygiene.



Redefine your daily routine with the WASHLET S2 by TOTO. Enjoy instantaneous warm-water cleansing, automatic deodorizer, and sleek functionality—all in one elegant, innovative design.

The tankless WASHLET S2 offers an environmentally friendly design with an instantaneous water heater that warms only the water used. This energy-efficient system lowers power consumption by 38% while ensuring a continuous stream of warm water for a refreshing, hygienic cleanse.

Adjustable temperature and pressure settings offer personalized comfort, while the dual-action spray with oscillating and pulsating functions enhances cleansing. A heated seat adds welcome warmth on cold mornings, while the warm air dryer reduces toilet paper use, benefiting the planet.

For continuous freshness, the WASHLET S2 includes an automatic deodorizer and EWATER+ technology, which cleans the wand inside and out before and after each use. The PREMIST function lightly coats the bowl with water before use,

preventing waste from sticking, keeping the bowl cleaner for longer, and making maintenance a breeze.

The WASHLET S2 features an intuitive side control panel, allowing users to adjust settings with ease. A built-in nightlight provides enhanced visibility at night.

Available in elongated and round bowl styles, the WASHLET S2 is compatible with a variety of bathroom layouts and delivers the brand's signature comfort, convenience, and hygiene technology in a chic, affordable package.

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MIST SPA Shower: A New Standard in Cleansing and Comfort with ULTRAFINE BUBBLE Technology

TOTO introduces the MIST SPA Shower, a groundbreaking innovation that elevates the showering experience by blending advanced technology with superior skin-cleansing benefits.



Indulge in the gentle embrace of the MIST SPA Shower by TOTO. Experience the soothing cleanse and luxurious comfort of ULTRAFINE BUBBLE technology, designed to pamper your skin.

Revolutionary ULTRAFINE BUBBLE Technology

The MIST SPA Shower infuses water droplets with ULTRAFINE BUBBLES. Its precision-engineered spray nozzles release a gentle mist, creating an enveloping cloud of ULTRAFINE BUBBLE-rich droplets. As the mist touches your skin, these tiny bubbles effortlessly lift away dirt and impurities, delivering a soothing, rejuvenating cleanse ideal for daily use.

Enhanced Cleaning Power with WARM SPA Technology

The TOTO MIST SPA Shower's benefits are even greater when paired with its WARM SPA technology, which envelops the body in a soothing warm-water cocoon. Together,

these two technologies increase cleansing power by 63%, as confirmed by TOTO field research. This synergy elevates hygiene while enhancing relaxation, transforming routine showers into an indulgent, spa-like experience.



Award-Winning Design and Sustainability

In addition to its advanced cleaning capabilities, the MIST SPA Shower incorporates the company's award-winning global showerhead design, seamlessly blending aesthetics, technology, and sustainability. Using only 1.75 gallons per minute, it conserves water while maintaining exceptional cleansing performance. Its sleek, modern design complements any bathroom and is available in brushed nickel, polished chrome, and matte black (made to order).

The Future of Showering

The MIST SPA Shower by TOTO is more than just a showerhead—it represents the future of personal hygiene and wellness. Whether you want a deeper clean or a moment of relaxation, it transforms your daily shower into a refreshing and comfortable retreat. With innovative technology, stunning design, and eco-conscious features, it reflects the commitment of TOTO to enhancing well-being and everyday life.

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New Product Launch Timeline

TOTO debuted its Matte Color Vessel Lavatories in February 2025. They are now available online. Its additional product innovations introduced at KBIS 2025 will launch this summer and appear on its website in June.

Illuminating TOTO and Its Legacy of Sustainability at KBIS 2025

Since 1917, TOTO has been at the forefront of environmental stewardship, integrating sustainability into its core values for over a century. At KBIS 2025, TOTO is illuminating its rich history of sustainability with a dynamic, immersive booth experience that highlights its long-standing commitment to water conservation, eco-friendly innovation, and responsible manufacturing.

The TOTO booth at KBIS 2025 brings this legacy to life with a thoughtfully designed space that blends innovation, sustainability, and luxury. Interactive displays, live demonstrations, and curated vignettes showcase how smart technology, bold aesthetics, and sustainable solutions transform the modern bathroom. Visitors can experience firsthand the latest water-saving innovations and environmentally conscious designs from TOTO, gaining insight into how advanced engineering and sophisticated design redefine comfort, well-being, and eco-responsibility.



At KBIS 2025, TOTO will also reinforce its thought leadership with three compelling expert panel discussions:

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- **“Technology, Sustainability, and the Future of the Plumbing Industry”**
Discover how cutting-edge technology is transforming the plumbing industry and driving the next wave of sustainability. Industry leaders will explore innovative solutions like Environmental Product Declarations (EPDs) and Life Cycle Assessments (LCAs), revealing how they tackle key challenges, enhance transparency, and pave the way for a more eco-friendly future.
- **“Navigating the Macro and Micro Market Trends Impacting the Plumbing Industry Today”**
Dive into the complex economic, social, and environmental forces shaping the plumbing industry at both global and local levels. Expert panelists will examine the interplay between big-picture trends and day-to-day challenges, offering actionable insights for industry professionals.
- **“Shaping the Future of Bathrooms: A Discussion on Design Innovation and Consumer Tastes”**
Explore the future of bathroom design through a lens of innovation, functionality, and evolving consumer needs. Industry leaders will share insights into cutting-edge design trends, transformative technologies, and sustainable practices shaping modern bathrooms.

In addition to showcasing the brand’s sustainable innovations and industry expertise, visitors to the booth can engage in exciting activities. By entering the **WASHLET S7A Sweepstakes**, attendees have a chance to win a cutting-edge bidet seat from TOTO. For those who enjoy hands-on challenges, plumbers and DIY enthusiasts can compete in the **“Fastest in the West WASHLET Installation Contest”** for an opportunity to win the highly sought-after WASHLET S7A.

The TOTO presence at KBIS 2025 continues to inspire and educate, offering an engaging platform to showcase its dedication to innovation, luxury, sustainability, and thought leadership.

About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, established in 1917 with the founding of TOTO Ltd., in Kitakyushu, Japan. TOTO is the world's largest bathroom fixtures and fittings manufacturer, with \$5.34 billion in annual sales (April 2023 to March 2024). For over 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 employees in 17 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India, and China. TOTO is dedicated to engineering products that respect the environment while meeting people’s comfort, beauty, and performance needs. 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.

For more information, consumers may visit <https://www.totousa.com> or call 1.888.295.8134, Option 5. Follow TOTO on X (@TOTOUSA) and Instagram (@TOTOUSA) and become a TOTO fan on Facebook.