

**NEWS: For Immediate Release**

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TOTO INTRODUCES

## HIGH-EFFICIENCY FAUCETS THAT SPARKLE, SHINE, and SAVE WATER

### *WaterSense Labeled Single Handle and Widespread Faucets Exceed Requirements for Ultra-Low Lead Alloys*

**Morrow, GA – November 11, 2009** – More than half of the 86 million single-family homes in the United States were constructed before modern plumbing codes existed.



**Guinevere Widespread High-Efficiency 1.5 gpm Faucet is also Available as a Single Handle Model.**

These homes are in dire need of water-efficient makeovers, replacing leaky or inefficient faucets, which account for more than 15 percent of indoor household water use—or more than 1 trillion gallons of water across the United States each year.

Without sacrificing performance, TOTO high-efficiency 1.5 gallons per minute (gpm) faucets (HEFs) reduce water consumption by 32% percent over standard 2.2 gpm faucets mandated by the Energy Policy Act of 1992. To achieve this, the company engineered a new aerator design that

delivers a robust column of water at a modest 1.5 gpm that foams across users' hands, providing the satisfying drenching experience that they expect and all the water needed to easily and efficiently rinse away soap.

“We could save billions of gallons each year by retrofitting the country's 222 million bathroom sink faucets with TOTO high-efficiency models, all of which have earned the EPA's WaterSense label,” said Lenora Campos, company spokesperson. “Most people understand that hot water consumes energy, but they do not realize that supplying and

—more—

treating cold water requires a significant amount of energy, too. Today, the American public water supply and its treatment facilities consume about 56 billion kilowatt-hours per year—enough electricity to power more than 5 million homes for an entire year. TOTO high-efficiency faucets not only conserve water, but also energy.”

Constructed of TOTO Brass, the company’s patented alloy that exceeds the



requirements for ultra-low lead alloys, TOTO’s stylish HEFs utilize a patented mixture of silicone and bismuth that provides superior castability and flexibility over other commercial low-lead alloys.

### **Traditional Design: Guinevere 1.5 High-Efficiency Faucets (HEFs)**

The Guinevere widespread HEF reflects the traditional design influences of the past while incorporating modern touches for a look that will remain appealing for years to come. The cross handles serve as a graceful counterpoint to the vertically detailed gently flared bases, which lend a tactile element to the fixture’s handsome design. The spout, whose flared base and vertical detailing echoes the beauty of the flared handle bases, gives these timeless faucets a substantial stylish look that evokes memories of a time gone by, but they are engineered for today’s active households. Available as both widespread and single handle models, these exquisite faucets are offered in Lifekote Polished Nickel finish adds a distinctive formal sensibility to the widespread fixtures, which are also available in Lifekote Polished Brass, and Polished Chrome.



### **Contemporary Design: Soirée High-Efficiency Faucets**

Soirée HEF’s minimalism invokes an art deco sensibility with its architectural themes of curved surfaces, geometric forms, and symmetric lines. The wide rectilinear bases and flat handles present a fresh, elementary approach to the aesthetics of faucetry, which is echoed in the spout and unifies the design lines to create a balanced, homogenous silhouette. The Soirée lavatory’s spout delivers a relaxing aerated flow, which minimizes splashing and conserves water. Available as wide spread and single handle models, the Soirée HEF is Polished Chrome fixtures are also available in LifeKote Polished Brass and LifeKote Brushed Nickel finishes.

## Faucet Fascination

Expanding its diverse collection of widespread HEF's, TOTO introduces ADA-compliant single handle HEF designs that create a clean, sleek aesthetic. These eye-catching new



**Kiwami Renesse Single Handle  
High-Efficiency Faucet**

faucets offer homeowners and design professionals the opportunity to make a strong, yet versatile, style statement that will complement the room's décor as they conserve water.

"Works of art, each in its own right, these chic single handle HEFs are examples of Universal Design done right," said Campos. "UD seeks to meet the needs of all people and abilities across the life span, making products that are easy to use and accident resistant. TOTO takes the concept of Universal Design and makes it beautiful and fashion forward."

## Installation Made Easy

Plumbers, contractors and do-it-yourselfers will appreciate the time saved with these faucets' pre-assembled construction. Easy installation results from preassembled valve handles, flexible connection hoses, and top-mount installation. Their solid brass valve bodies with 1/4 turn washerless ceramic disk valves are tested for 500,000 on/off cycles for drip free performance.

Resisting debris and hard water insures smooth turning action, eliminates drips, and provides reliable water flow control no matter the water conditions. TOTO's new single handle and wide-spread HEFs will deliver dependable, long-lasting performance and are backed by a lifetime-limited warranty, which adds peace of mind for homeowners.

Other TOTO WaterSense labeled High-Efficiency Faucets models include Mercer Widespread, Nexus Widespread, Clayton Widespread, Lloyd Widespread, Po Single Lever (deck and wall mount), and En Single Lever (deck mount), Kiwami Renesse widespread and single handle, and Ethos Designs NI, NII, C, and L widespread and single handle.

***As with all TOTO products and technological innovations, high-resolution digital photos of TOTO's High-Efficiency Faucets are immediately available upon request.***



TOTO is the largest plumbing manufacturer in the world with over \$4.5 billion in annual sales and 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems that bring consumers superbly designed products that are water and energy efficient. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. A full line manufacturer of luxury plumbing products that optimize healthful living, TOTO USA, INC.'s success derives from its unsurpassed commitment to quality, reliability, technological innovation, and sustainability -- a commitment that pushes the company beyond industry standards. The winner of numerous domestic and international awards and recognitions, TOTO USA is certified by ISO 14001: 2004 and ISO 9001: 2000. The only plumbing manufacturer to be honored as Water Efficiency Leader by the Environmental Protection Agency, TOTO seeks perfection by design as it continuously innovates sustainable water technologies that enhance the lives of its customers and the environment. For more information, consumers may visit [www.totousa.com](http://www.totousa.com) or call 1.888.295.8134.

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