



NEWS: For Immediate Release

For more information contact:

Lenora Campos, Ph.D.

917.237.0665 x104

lcampos@totousa.com

Lauren Steinhorn

212.704.4455

Lauren.Steinhorn@edelman.com

Consumers Want More Than Just “Pretty” or “Standard”

Recent Feedback Confirms that Consumer Priorities are Quality and Real Benefits

(Morrow, GA) April 16, 2010 — TOTO USA, Inc., knows a thing or two about innovation, sustainable design, and quality. As a manufacturer of high-quality plumbing products for over 90 years, TOTO is a global company renowned for turning innovations into new standards that the entire industry follows. But what about consumers and what role does new innovations for the bathroom play in their life?



In recent studies conducted by the company, TOTO USA learned that one of the most prevalent trends with consumers today is a strong desire for innovative products, but only if they have real-world benefits, like saving water and money, reliability that leads to peace of mind for the homeowner, or better performance.

“TOTO bath products are designed to go beyond expectations, and they look breathtakingly beautiful doing it,” notes Daijiro Nogata, President of TOTO Americas. “With unrivaled vision and expertise, TOTO leads and never follows in designing, engineering, refining, and delivering revolutionary technology that enhances daily life. That’s people-first innovation.”

During the recession, news stories as well as consumer confidence surveys have pointed to an unwillingness on the part of consumers to spend money on items of questionable quality or to buy something just because it is cheaper. TOTO’s own study confirmed that quality and reliability are primary drivers in consumer purchasing choices, perhaps more so now that the recession has tightened pocket books and wallets. The top five answers to a consumer insight question back this up.*

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*Internal TOTO Consumer Survey, 2009



I typically do my research to know which products are the best	79%
I'm willing to pay more for superior quality and value because I know it's a good investment	77%
I typically buy the best products I can afford	76%
I am willing to pay more today for the best quality products, because I know they will save me money in the long run	76%
I like to deal with companies who do the right thing	71%

“The survey findings are not surprising to us at TOTO because those looking for quality toilets, showers, faucets, or bathroom sinks have always turned to us. Providing more comfort and reliable performance are the benefits of our innovation, and that’s always been how TOTO delivers real value,” continues Mr. Nogata.

Transcending its well-established reputation for premium toilets, TOTO offers a wide range of affordable, innovative, high-design products conducive to any budget and taste profile, all of which provide the consumer with a product that performs well for years while saving the consumer on average 20 – 63% on water usage bills. Saving money and water for today’s homeowners are two examples of tangible benefits that any consumer, in any household income bracket, will appreciate in the new economy.

About TOTO:

TOTO is the largest plumbing manufacturer in the world with 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems that bring consumers superbly designed water and energy efficient products. In 1989, TOTO entered the US market with a driving commitment to enhance the human experience by innovating water technologies of the highest order, while passionately protecting the planet’s natural resources. 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. TOTO USA continues to raise industry standards and consumer expectations as to what is possible in the bath space, as its name is synonymous with beauty, performance, and craftsmanship.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134.

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