



**NEWS: For Immediate Release**

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## **Homeowners Delight in Showcasing their Own Style**

### ***Upton Suite of Faucets, Showers, and Accessories Complement Eclectic Décor***

**(Morrow, GA) April 16, 2010** – Today, a growing number of consumers have become self-assured when it comes to designing their own bath space. The traditional approach to interior design of selecting things that “go together” is considered by many to be passé. Well-educated on trends by the plethora of television remodeling programs, magazines, and the internet, homeowners have a new-found confidence in their own taste and are standing up for it, preferring to fill their bath spaces with a pastiche of products that reflect their personal aesthetic. Favoring this eclectic approach, these self-possessed homeowners look to fill their bath with things that they love, and those things may not necessarily come from the same time period, design family, or geographic place.



“TOTO products, with their fluid, versatile lines lend themselves well to this burgeoning eclectic trend by combining elegance with approachability and relevance for today’s homes where convenience and functionality are paramount,” reported Lenora Campos, Ph.D., company spokesperson. “The new Upton suite fits easily into this new personalized trend.”

#### **Upton Suite of Faucets, Showers, and Accessories**

These handsome single handle high-efficiency faucets have an aerated flow rate 1.5 gallons per minute (gpm), which saves 32% more water than the standard 2.2 gpm models. TOTO’s proprietary aerator system delivers the same drenching effect experienced with the higher volume models, enabling you to wash your hands effectively. Upton faucets are available as a standard height unit, ideal for undermount and self-rimming sinks, and a tall model, perfect for vessel lavatories.

The bath faucet features valves of solid brass construction, which provides greater strength and durability for years of reliable performance. Its 90-degree ceramic disc valving is resistant to debris and hard water, which ensures smooth turning action, eliminates drips, and provides reliable water flow control no matter the water conditions.

#### **Upton High-Efficiency Shower Set**

The Upton Shower Set’s design complements the bath and lavatory faucets, providing a consistent design aesthetic between the lavatory, bath and showering components within the bath space. Its single spray showerhead features copious nozzles to provide an exceptional showering experience.

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Providing superior coverage, the Upton showerhead delivers 1.75 gallons per minute (gpm) of water-saving performance; it will provide durability, consistent performance, and ease of cleaning throughout the life of the product.

TOTO's SMA (Shape Memory Alloy) Valve further enhances your relaxing, responsible showering experience by responding to heat much faster than traditional wax valves. The secret is the nickel and titanium alloy coil, which expands and contracts to regulate water temperature more effectively than old-fashioned wax-type valves. This allows you to experience perpetual showering pleasure—without the fear of scalding or drastic water temperature changes.

#### **Upton Accessories**

To round out this suite, TOTO offers a complete line of design-coordinated accessories – towel bar, towel ring, paper holder, and robe hook.

***High-resolution digital photos of the Upton Suite's Faucets are available for download from TOTO's Online Press Room or immediately upon request. Launching in Fall, 2010, images of the other elements in the suite will be available at that time.***

#### **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](http://www.totousa.com) or call 888.295.8534, Option 5.

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