

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

Design of the Times ***TOTO Expands Waza High-Art Collection with*** ***New Undercounter Basins that Update Historic Designs***

(Morrow, GA.) April 16, 2010 – Artistic enlightenment finds its way to the undercounter basin with TOTO’s newest additions to its high-art Waza Collection. These new couture basins are ringed with



Waza Barocco Undercounter Sink with its fluted, floral design draws inspiration from the fine lace embroidery of wedding dresses.

designs that draw their inspiration from both Western and Eastern cultures. From the floral, fluted design of lace found on aristocratic wedding dresses during Europe’s Baroque period to the embroidery of ancient Persia, with its interlacing, carefully controlled geometric patterns, these new basins’ decoration updates the ancient designs for the modern era.

“TOTO’s new Waza undercounter basins please the eye with their simple, understated elegance,” said Lenora Campos, Ph.D., company spokesperson. “Each unique, the three designs are versatile, enabling you to add distinctive touches to your bath that range from the traditional to the contemporary.”

Fired into the porcelain, these distinguished adornments remain a permanent illustration of good



design, which never goes out of style. Influenced by Baroque designs that represented wealth and patrician refinement, the Waza Barocco’s design reflects the delicate stitching of wedding dresses worn by the ladies of the upper classes, which has been updated for today.

The Waza Sultana sink draws its design inspiration from the reinterpreted Moorish patterns that gained



its popularity in early 19th century America. Its repeating geometric forms and fancifully combined continuous patterns provide an unending circle of beauty that will complement the décors of bath spaces that range from traditional to contemporary and everything in between.

-- more --



Drawing inspiration from early Persian textiles, Waza Tiraz with its interlacing, repeated geometric design, recalls the principles of order that govern the natural world. These principles include the bare basics of what makes objects structurally sound and, by extension, beautiful. Waza Tiraz updates these early styles with a contemporary flare to grace your bath today.



High-resolution digital photos of the Waza Barocco, Sultana, and Tiraz Undercounter Basins are available for download from TOTO's Online Press Room or immediately upon request.

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 888.295.8134, Option 5.

###