

For Immediate Release

For more information contact:

Lenora Campos, Ph.D.
917.237.0665 x104
lcampos@totousa.com

TOTO's Water-Saving Plumbing Products Installed in São Paulo's Corinthians Arena

Company Equips Team Locker Rooms, VIP Boxes, and All Spectator Restrooms

(Morrow, GA) June 26, 2014 — TOTO, the largest plumbing manufacturer in the world with \$5.01 billion dollars in annual sales, announced today that it has installed its high-performance, water-



saving plumbing products in the Corinthians Arena in São Paulo, Brazil, the home of the Corinthians Paulista soccer team. With so many visitors from all over the world using its products in the Arena, TOTO is looking forward to increased brand recognition as it continues to help contribute to Brazil's growth and development.

in the region," said David Krakoff, President of [TOTO Brazil](#). "Therefore, as a relatively new brand in Brazil, we were particularly proud that TOTO was chosen for this stadium, which is certainly among the finest in the world."

"As with all major sports venue projects, the competition for the Corinthians Stadium was strong, and TOTO was evaluated against the strongest brands



The Design-Build Team for the Corinthians Arena (a/k/a Arena de São Paulo) selected TOTO's high-performance plumbing products for their superior water-saving technology and energy-saving capability. These high-design fixtures and cover plates enhance the restrooms' beauty with their clean, simple lines.

In the Arena's high-traffic restrooms, engineers installed TOTO's durable 1.9 liters per flush urinals (LPF) and 4.8 LPF wall-mounted toilets. They also installed

TOTO's water-saving EcoPower sensor flush valves and faucets, which use flowing water to power their electronics, creating a sustainable loop. There is no need for hard wiring. With as few as 10 uses a day, their backup battery will last up to 19 years, which reduces toxic battery waste. In addition, in the team locker rooms, TOTO installed its water-saving showers systems.



“The level of thought and creativity that went into the design and development of this stadium was impressive,” said Krakoff. “It was an honor to work with Mr. Anibal Coutinho, the stadium’s architect, and to participate in his highly evolved design process. It was also amazing and inspiring to see the level of dedication that the Corinthians organization had to building a facility that would offer a first class experience to every person in every seat, regardless of the seat price or location.”

High-resolution digital photographs of the TOTO products installed in the Corinthians Arena are immediately available upon request.

About TOTO:

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world’s largest manufacturer of bathroom fixtures and fittings with \$5.1 billion dollars in annual sales. For nearly 100 years, TOTO has been the recognized leader in performance innovation and design with products that enhance the luxury bathroom experience. Today, the company maintains 23,500 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the USA, China and Europe with an affiliated network of more than 80 production facilities worldwide. With over 1,500 engineers on staff and three centers devoted to research and development, TOTO is dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance. TOTO’s corporate philosophy – People-First Innovation – is the guiding principle for all the company’s processes, from engineering and design to manufacturing and sales. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people’s quality of life. 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. The company continues to raise industry standards and consumer expectations as to what is possible in the bathroom, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on Twitter (@TOTOUSA) and become a TOTO fan on Facebook

###