

## For Immediate Release

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## TOTO SHOWER SYSTEM

Transform the Everyday Shower into a Luxuriant Experience that Honors Our Water Supply

(Morrow, GA) April 19, 2013 — This year, TOTO is making a big splash in the shower by reinventing the morning ritual as a luxuriant – yet responsible – experience through its People-First Innovations Gyrostream, cascade flow, air injection and water pulse.



### Overhead Rain Showers

The TOTO Shower Systems' overhead rain showerhead uses patented air injection technology to increase the volume of water in each droplet by innovatively drawing air in through the showerhead and pumping it into the water droplet – enlarging and increasing their volume. To further enhance the showering experience, the overhead water falls in short, pulsating intervals.

As a result of these new water technologies, bathers feel as if they are being encased in far more water than they are actually using, which makes the shower experience extremely pleasurable as it honors our water supply by reducing consumption. The TOTO Shower System's overhead rain showerheads are available in 8" and 12" spray faces, and in Contemporary and Traditional design statements.

## Handshowers

The TOTO Shower System's handshowers also offer air injection technology, increasing the water's volume while decreasing water consumption. The handshowers, too, offer cascading flow and Gyrostreamsprays. Cascading flow produces a broad stream of water reminiscent of a small waterfall. Gyrostream is TOTO's patented water massage function in which the jets evenly pulsate the water as it leaves the showerhead to massage and invigorate the body.



The TOTO Shower System' handshowers are available in Traditional and Contemporary design aesthetics in a single-mode 5" sprayface with air injection technology; and a multi-spray mode 5" sprayface with air injection, cascading flow, and Gyrostream. An example of TOTO's People-Centered Design philosophy, these hand-held units are extremely easy to use – bathers can easily switch between the different sprays by simply clicking a button.

## Bodysprays

Wall-mounted [Gyrostream bodysprays](#) can be added to supplement the overhead and hand showers for a therapeutic, stimulating massage function.

To ensure that bathers experience uninterrupted showering pleasure – without the fear of drastic water temperature changes or scalding – the TOTO Shower System incorporates its Shape Memory Alloy (SMA) valves. Unlike other showers, the TOTO Shower System features the complete water cessation when turned off – no residual water loss through drips or leaking, no staining or scaling.



Thanks to its wide range of options, the new TOTO Shower System offers an ideal solution to meet everyone's shower needs – from people who take quick, efficient showers to those who enjoy a longer, more luxuriating experience. Now, both showering styles honor our water supply by reducing water consumption.

*High-resolution digital photographs of the TOTO Shower System are available for download from TOTO's Online Press Room or immediately 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 more than 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](http://www.totousa.com) or call 1.888.295.8134, Option 5. Follow TOTO on [Twitter](#) (@TOTOUSA) and become a TOTO fan on [Facebook](#)

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