

## For Immediate Release

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## TOTO INTRODUCES THE ULTRAMAX 1G

Company Expands Popular Ultra High-Efficiency 1.0 gpf Toilet Line that Harnesses Patented Double Cyclone Flushing System with Elegant New One-Piece Performance-Design

(Morrow, GA) April 19, 2013 — TOTO, the global leader in high-performance toilets, expands its ultra high-efficiency toilet (UHET) line with the beautiful new one-piece UltraMax II 1G. This elegant performance-design —with its long-view global design aesthetic and clean, simple lines that will grace any bathroom environment for years to come —exemplifies TOTO's People-Centered design philosophy.



### People-First Innovation

Innovation designed to meet people's real world needs is serious business at TOTO, and consumers' skyrocketing demand for water-saving toilets highlights the company's position as a global technology leader.

Unfortunately, not all high efficiency toilets effectively remove the full range of waste —solid, liquid, and paper —making them a poor investment for homeowners. However, TOTO has developed high-efficiency flushing technologies that deliver substantial water savings *and* outstanding, *balanced* flushing across the entire spectrum of waste. Toilets with TOTO's patented Double Cyclone flushing technology exemplify this, distinguishing them from many other so-called high-efficiency

toilets that do not perform across the varied types of waste.

Ultra High-Efficiency 1.0 gpf Double Cyclone Flushing System

Like the [Drake II 1G](#) before it, the new UltraMax II 1G – with its proven Double Cyclone technology

– represents the continued evolution of TOTO’s high-efficiency toilets. Already a market leader in balanced flushing at 1.28 gpf, TOTO now delivers ultra-high-efficiency flushing using only one gallon of water.

TOTO’s Double Cyclone technology features two water jets, instead of rim holes. These jets, positioned on each side of the bowl’s interior deliver powerful swirls of water. The flushing action is strong and all types of waste are flushed away effectively. The bowl and rim are cleansed thoroughly with one flush.

All this is achieved using TOTO’s gravity-based Double Cyclone technology. This means that consumers can now get well-balanced, powerful, and ultra-high-efficiency 1.0 gpf flushing without having to buy a toilet that uses complex pressure-assist technology – thereby avoiding the considerable noise of pressure-assist toilets’ flushing as well as their highly pressurized internal tanks. This puts the TOTO ultra high-efficiency toilets in a class by themselves.

#### Why Gravity-Fed and Not Pressure-Assist?

Recently, based on disclosures of personal injuries, property damage, and safety concerns attributable to pressurized systems, several of the major North American toilet manufacturers issued widespread product recalls for their pressure-assist toilets. TOTO, which has never sold pressure-assist toilets, expects to see exceptionally robust interest in the new one-piece UltraMax II 1G from consumers, builders, architects, designers, and contractors who are looking for an especially high-level of water savings in an ultra-high-efficiency toilet that avoids the risks of pressure-assist systems.

#### SanaGloss

The elegant one-piece UltraMax II 1G’s bowl and concave rim are coated with SanaGloss, TOTO’s nano-technology glaze that seals the porcelain with an ionized barrier. This creates a super slippery, non-porous surface that repels waste matter and bacteria. When protected by SanaGloss, the water that cleanses the bowl and rim during the flush also removes stains, residue, scaling, and lime buildup. Invisible organisms, including bacteria and molds, also are eliminated. When cleaning the bowl, owners will need fewer harsh detergents, which are expensive and harmful to the environment.

#### Inclusive Design

An example of TOTO’s Total Design philosophy, the UltraMax II 1G is 17” from base to seat. This inclusive design is comfortable for people when sitting or rising, making it an attractive, one-piece design that exceeds ADA and Universal Design requirements.

*As with all TOTO products, high-resolution digital photographs of the UltraMax II 1G 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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