

## For Immediate Release

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## TOTO INTRODUCES THE VIVIAN ALTA HIGH-EFFICIENCY FAUCET

### Company Expands Affordably-Priced Traditional Design Collection

(Morrow, GA) April 19, 2013 — TOTO's affordably-priced Vivian Faucet Collection reinterprets

Traditional design, making it relevant to today's homeowners and design experts by combining timeless elegance with modern approachability – creating a contemporary classic that blends seamlessly into any bath decor.



This year TOTO expands this popular collection with the elegant, high-arch Vivian Alta Lavatory Faucet, which features inclusive-design lever handles for ease of use by people of all ages – an example of TOTO's Total Design philosophy.

The graceful widespread faucet's 7.6" high-arc spout is equipped with a high-efficiency 1.5 gallons-per-minute aerator to conserve water

and help reduce splash. It features forged brass construction valves with ceramic disk cartridges that exceed the industry standard for longevity – improving temperature and flow control for superior performance throughout the product's lifetime.

The new affordably-priced Vivian Alta High-Efficiency Lavatory Faucet is available in a variety of finishes, including polished chrome, polished nickel, and brushed nickel.

*High-resolution digital photographs of the new Vivian Alta High-Efficiency Faucet 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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