

Exhibiting at ISH 2025, One of the World's Biggest International Fairs Held in Frankfurt, Germany

Focusing on TOTO's Unique Clean Technologies and Enhanced Color Variations

TOTO Ltd. (headquartered in Kitakyushu-shi, Fukuoka; President: Noriaki Kiyota) will be participating in International Sanitary and Heating (hereinafter "ISH") 2025 (Duration: March 17 (Mon)-21 (Fri), 2025; Venue: Messe Frankfurt, Germany), one of the world's biggest international fairs held in Frankfurt, Germany.

Held every two years, ISH showcases sanitary equipment, such as toilets, faucet parts, wash basins, bath tubs as well as HVAC. TOTO has participated since 2009, with this event being the ninth time. As at the previous ISH in 2023, TOTO will have its very own exhibition at Forum 0, an exhibition hall located in the gateway of Messe Frankfurt.

The exhibition concept is "Life Anew"^{*1}. Based on the theme "TOTO CLEANOVATION", which combines the words "clean" and "innovation," TOTO will offer rich lifestyle value achievable only through TOTO technologies. TOTO will also promote the coordination of colors in a space, through the addition of many new color variations to enhance the fun of picking out colors.

Through the global expansion of sustainable products that achieve cleanliness, comfort, health, and environmental friendliness, TOTO will contribute to the realization of an affluent and comfortable society that is conscious of the global environment.

*1: The TOTO Group's worldwide corporate message "Life Anew" was established as English rendering in October 2017



TOTO booth (illustrative)



Exterior of Forum 0

Digital Exhibition

Starting from Monday, March 17th, the opening day of the exhibition, a dedicated ISH exhibition page will be launched on the TOTO Global Website. Even those unable to attend the ISH venue in person can explore TOTO's exhibits through the digital exhibition.

<https://www.toto.com/en/ISH2025/>

Period: March 17, 2025, 17:00 (JST) - End of June 2025

Languages: Japanese, English, German

“ISH 2025” Overview

Duration: March 17 (Mon)-21 (Fri), 2025

Venue: Messe Frankfurt

TOTO booth area: Approx. 1,500 m²

For more information, please visit the official website.

[URL] <https://ish.messefrankfurt.com/frankfurt/en.html>

Reference: ISH 2023

Visitors: Approx. 154,000

Participating companies: 2,025

Exhibits

NEOREST and Toilet-related Products

NEOREST is made up of five models including NEOREST NX, the flagship model, and NEOREST WX, the wall-hung toilet model.

There will be reference exhibits of NEOREST products in two newly added color variations: matt black and matt white, and the NEOREST global brand message “PURE LUXURY” will be showcased on the large monitor.

In the toilet-related products section, TOTO will exhibit wall-hung toilets, which are the mainstream in Europe, and various WASHLET^{*2} designs, in combination with wash basins and faucet parts.

*2: WASHLET is a registered trademark of TOTO Ltd.



NEOREST Section



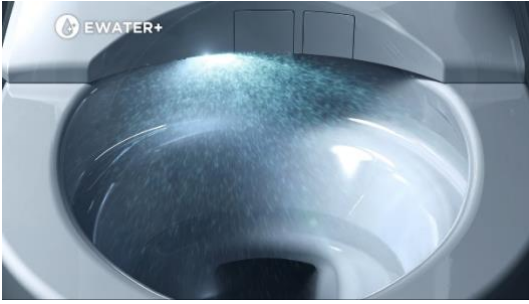
Toilet-related products section

TOTO CLEANOVATION

TOTO's unique clean technologies bring a new world of clean to life.

At ISH 2025, TOTO will showcase a range of technologies unique to TOTO, focusing on CLEAN SYNERGY, in other words, the realization of cleanliness and comfort through the synergistic effects of TOTO's clean technologies.





EWATER+ for BOWL

EWATER+

EWATER+ contains a disinfectant (hypochlorous acid) created through the electrolysis of chloride ions in the water. It is produced from water without using chemicals or detergents. Since EWATER+ returns to being normal water after several hours, it is environmentally friendly.

EWATER+ is used in a variety of TOTO plumbing products. In toilet products, EWATER+ is used to keep parts such as the wand, the toilet bowl surface and underside of the toilet seat clean for longer.



TORNADO FLUSH

TORNADO FLUSH

Continuously evolving since 2002, TOTO's TORNADO FLUSH creates a powerful whirlpool effect, efficiently cleaning the toilet bowl with minimal water usage.

Waste is thoroughly washed away as the flush hits the back of the bowl where waste sticks easily, creating a powerful water flow to remove waste from the toilet^{*3}.

^{*3}: The way waste is removed from the toilet varies depending on the model

Color variations

TOTO aims to enhance product color variations for overseas markets.

In addition to the four matte colors (matt black, matt white, matt grey, and matt beige) launched in 2024, we will be showcasing four new washbasin colors inspired by the four seasons (forest green, mandarin orange, scarlet red, and ash blue).

In overseas markets, especially in Europe, it is the norm to have a bathroom featuring a shower (and bath), wash basin and toilet. Accordingly, importance is attached to coordination of the CMF (Color, Material and Finish) of the bathroom fittings.

The matt black bathroom space exhibition (NEOREST WX COLLECTIONS section) is one example of this. It presents a product lineup that allows color coordination of every fitting and fixture, from the main plumbing products right down to the toilet remote controller, the toilet paper holder and the towel rail.



Color variation section



Exhibition of NEOREST WX Collections held together by the matt black color variation

Shower



G Selection Over Head Shower (wall mounted) and Hand Shower

TOTO markets three grades of shower faucet models globally: the Z Selection, the G Selection, and the L Selection. At the upcoming ISH 2025, TOTO will unveil new products as part of the G Selection (reference exhibit).

The design concept is “Human approach.” The designs deliver shapes that produce a gentle body hugging shower and usability that encourages natural body movements.

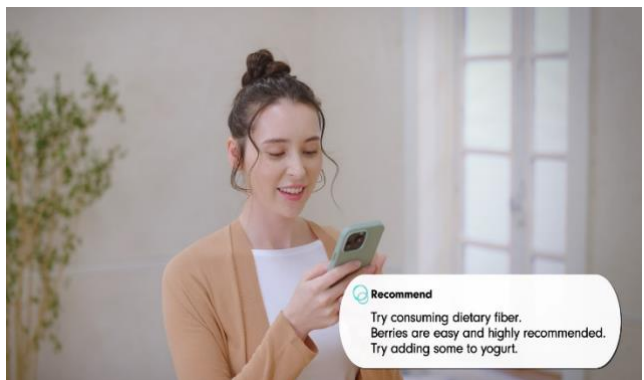
The overhead shower uses CALMING SHAWL, a new type of spray that creates a relaxing shower experience by enveloping the body from neck to shoulder like a shawl. The hand shower now features MIST SPA technology that infuses water droplets with ultrafine bubbles, releasing a gentle mist for a refreshing clean.

Through actual shower faucets and videos, TOTO will also emphasize to visitors the three types of value that TOTO’s showers provide: Relaxing, Refreshing, and Revitalizing.

Daily Wellness (Reference Exhibit)

TOTO aims to develop toilet technologies that will lead to new wellness routines, and there will be a reference exhibit of toilets under development on this theme.

Equipped with sensors, these smart toilets scan and analyze fecal matter. They then notify the user of the results and offer recommendations on wellness routines via a mobile app.



From Daily Wellness concept video

Environmentally friendly exhibition fittings and exhibition design

TOTO will seek to reduce CO₂ emissions in every process, from transportation to handling after the exhibition, including using recycled wood (OSB, MDF, etc.) for exhibition fittings and using curtains as partitions.

The theme for the upcoming ISH is, "Solutions for a sustainable future." TOTO identifies with and implements this concept not only through the global promotion of sustainable products that balance cleanliness, comfort, and the environment at ISH but also through its exhibition fittings and exhibition design.



Exhibition fittings made from recycled wood (OSB)

New Shared Value Creation Strategy TOTO WILL2030

Cleanliness and Comfort; Wellness



Environment



Relationships



The New Shared Value Creation Strategy, TOTO WILL 2030, will simultaneously realize environmental, social and economic value. In it, we have established the materiality issues of cleanliness and comfort, the environment and relationships, that we will work on to integrate management and CSR and contribute to the achievement of the United Nations' Sustainable Development Goals (SDGs).

<https://www.toto.com/en/corporate/>