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TOTO

TOTO OPENS NEW LONDON OFFICE

Renowned Japanese bathroom brand, TOTO, has opened its first UK office in the heart of London's vibrant design and architecture community, Clerkenwell.

The new office, which is located in Hatton Place, is headed up by TOTO's General Manager for the UK, Jill Player-Bishop. Jill is joined by Floyd Case, Specification Manager for the UK; Tamsin Denton, in charge of Sales Administration; and Ian Tanser, Head of Service Department.

On display within the office are products from TOTO's technologically intelligent bathroom ranges, the NEOREST Series/SE, NEOREST Series/LE and NC Series, including the famous TOTO WASHLET. The WASHLET is a supremely enhanced product that represents the luxurious unity of form and function with hygienic technology. The three WASHLET-integrated toilets on display have their cover plates removed so visitors are able to view the innovative features first-hand, such as automatically opening and closing toilet lids, Tornado Flush, an automatic power deodoriser, heated seats and automatic flushing.

Also available to view are products such as a basin, toilet and accessories from the NEOREST Series/LE range, which incorporates TOTO's custom-made LUMINIST resin material that combines translucence with exceptional heat resistance. Five variations of TOTO's Self Power faucets, which contain one of the world's smallest micro-sensors, are also on display.

Notes to editors:

- TOTO products can be viewed at the C.P. Hart showroom in Waterloo. On display in a unique gallery space is the NEOREST Series/LE range. In addition to the customised exhibit, TOTO has installed two fully functioning toilets in the C.P. Hart customer cloakrooms: the NEOREST Series/SE WASHLET and the NEOREST Series/LE WASHLET.

- TOTO will be opening its first UK showroom in Clerkenwell in Spring, 2010.

- TOTO welcomes press to visit both the Hatton Place office and the C.P. Hart showroom. To arrange an appointment please contact Helen Horten-Smith at Caro Communications on (+44) 020 7336 8488 or helen@carocommunications.com.

TOTO is Japan's leading producer of sanitary ware and is a name that has been synonymous with the advancement of bathroom culture since its creation in 1917. Its technological innovations and high standard of quality have made it an iconic and much-loved brand in Japan. And with European consumers demanding an ever-more luxurious and fulfilling bathroom experience, the time is right for the world's most sophisticated bathroom products to enter the European market, elevating the bathroom from the merely functional to the restorative and meditative.

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