

In Hotels, Bathrooms Make all the Difference

TOTO WASHLET takes every hotel bathroom to a new level – achieving the ideal balance between luxury, well-being and more pragmatic standards in the hotel business.



Hotel guests want their stay to be comfortable, relaxing and luxurious. And those staying at finer establishments expect something special. Hotel planners and operators are focussing more and more on bathroom design, as this has proven to be an effective way to set one property apart from the next. Especially shower toilets, like TOTO WASHLET from the leading Japanese producer of bathroom fixtures and furnishings, provides an entirely new experience for people travelling for business or relaxation.

Many hotel guests discover the benefits of WASHLET for the first time – and appreciate this product in the context of the growing variety of healthness and selfness programmes.

According to studio lux Berlin founder and principals Björn Siebke, TOTO WASHLET has the potential to delight guests and elevate a hotel's reputation. The experienced interior designer recently installed WASHLET throughout Munich's exclusive Marriott City West, a unique and differentiating feature for the hotel.

Pragmatic and inspiring

He observes, though, that the market is currently dominated by renovations and major transformations. But more pragmatic solutions are required for everyday

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Press Information

planning decisions. How can we add value with bathroom upgrades? How can we attract attention? Can we achieve this with the smallest possible investment? He concludes: “A product is designed to solve problems and give the guest a unique experience.”

WASHLET can play an important role here. It's possible to install it in just a day as this process doesn't require any structural work. There are a variety of models available in different price segments, and the most important comfort features are included as standard in each one – including intimate cleansing with clean, warm water, front cleansing, a convenient remote control and heated seat with adjustable temperature. This gives people who use WASHLET an extraordinary feeling of cleanliness and freshness. It also has a positive environmental impact by minimising the need for toilet paper.

There are other benefits that make WASHLET interesting for the hotel business. This product is especially easy to clean thanks to technologies including the rimless ceramic bowl and specially developed Tornado Flush, as well as the highly dirt-resistant ceramic CeFiONtect glaze and self-cleaning wand. The manual or automatic descaling feature also helps keep WASHLET working perfectly for a very long time.

The hotel of the future

When examining the question “What does the hotel of the future look like?”, Fraunhofer IAO listed “solutions for innovative bathroom and wellness areas” among the feasible concepts. TOTO WASHLET provides an exceptional hygiene and comfort experience with its many innovative features. For many people seeking relaxation, this one product delivers many of the things people want for their personal well-being – and can make all the difference for hotel operators and guests.

TOTO expertise

TOTO has been developing WASHLET for over 40 years, selling over 60 million units world-wide. The Japanese company developed the comfort and hygiene technologies for this product, which are still considered unmatched around the globe. Explore all WASHLET models in our digital showroom:
<https://eu.toto.com/de/showroom>

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1 TOTO WASHLET can transform hotel bathrooms, complementing current trends like selfness and healthness. People looking for relaxation can have a pleasant and perhaps entirely new experience when they try WASHLET. It also offers hygienic, convenient comfort features important to the hotel business – like automatic descaling, a very easy-to-clean surface and minimal toilet paper use. Shown here: The WX model from the NEOREST collection. Photo: TOTO

2 A glimpse into a room at Marriott City West Munich, which opened in autumn 2023. Designed by studio lux Berlin founder and principal Björn Siebke, the hotel features over 400 TOTO WASHLET models. The interior designer referred to WASHLET as a “differentiator” for the hotel. This product sets hotels apart by offering guests an especially comfortable experience. Photo: TOTO

3 Björn Siebke, founder and principal at studio lux Berlin, is one of Germany’s most sought-after interior designers. He sees the potential of WASHLET in hotels as this product aligns with the concept of “lean luxury”, which describes a new, rather minimalist understanding of luxury. This focuses on added value, functionality and efficiency. Photo: Nicolo Lanfranchi

4 TOTO offers WASHLET models in different price segments, including the luxurious NEOREST collection. The most important feature included in all WASHLET models is the intimate cleansing with clean, warm water. Another highlight: the especially durable and easy-to-clean ceramic material. Photo: TOTO

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5 There's a wide variety of WASHLET models. TOTO offers WASHLET RG in two different versions: a standard version and the RG Lite. The Lite has slightly fewer comfort features but is a more affordable starter model to introduce people to the world of WASHLET. Photo: TOTO

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About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their well-being. Established in Kitakyushu, Japan in 1917, TOTO has been developing, producing and marketing its comprehensive high-end bathroom concepts for the European market since 2009. The company aims to create a new attitude towards life through regeneration, comfort and hygiene, integrating technologies into their product designs in a smart, nearly invisible way. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories. The company can now look back on over 40 years of developing and manufacturing WASHLET and has sold over 60 million units worldwide to date. TOTO supports the development of a fully emission-free society and is very committed to sustainability: By joining the RE100 initiative, TOTO Group will convert all of its facilities to power from sustainable energy sources by the year 2040. The company also received certification from the Science Based Targets Initiative (SBT) to reduce greenhouse gases in line with the Paris Agreement, and to systematically cut CO₂ emissions further on this basis. TOTO employs 36,000 people world-wide.

Read more about TOTO online: eu.toto.com

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