# TOTO's Commitment to the Environment



2011. 12. 01 Kanako Toyosada, Section Manager ESP Promotion Department TOTO Ltd.

## 1. About TOTO



◆ Company name TOTO株式会社(TOTO LTD.)

Established May 15, 2917

◆ No of Employees 24, 159 (as of September2010)

◆ Sales sales: JPY4, 335mil. profit: JPY138mil. (2010)



## 1. About TOTO: Its history of promoting culture of lifeoto

大倉孫兵衛•和親

■Established in1904as Nippon Toki Goumei kaisha年

(Currenly Noritake Company Limited)

■In 1912 The Okura father and son invested their own funds to ceramics research institute



■In 1914 manufactured Japan's first sitting style toilet bowl.

In selecting the location for the manufacturing factory,

- Coal and clay ceramic raw materials were easily found in Chikuho, Korea and Amakusa
- Located near Moji Port, which was convenient for export to China and other Asian countries

For the above reasons, Kokura, Kitakyushu was selected



日本陶器合名会社のマークをつけた製品

In 1917 established Toyo Toki Company



The company name reflects their will to expand into the Asia market

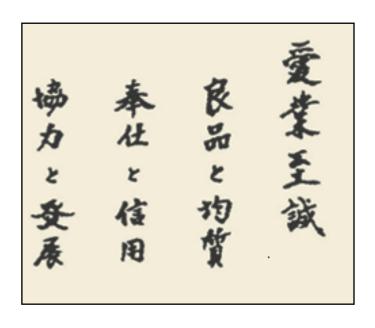


## 1. About TOTO: Its history of promoting culture of life o

■Succeeding the founder's will

Company creed

Established in 1962





五代目社長 江副孫右衛門

Predecessor's words were made into a corporate creed

To offer healthy and cultural lifestyles I Improve people's cultural lifestyles I, and I to spread the use of sanitary ceramics will contribute to the development of the society I was the strong will behind establishment of the company

## 1. About TOTO

#### TOTO

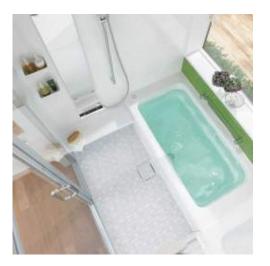
### ■Main Products

#### Toilet





#### Bathroom/Kitchen





#### **Tiles, Ceramics**

Photocatalytic tiles Hydrotect coat



光フェルール 光伝送用部品

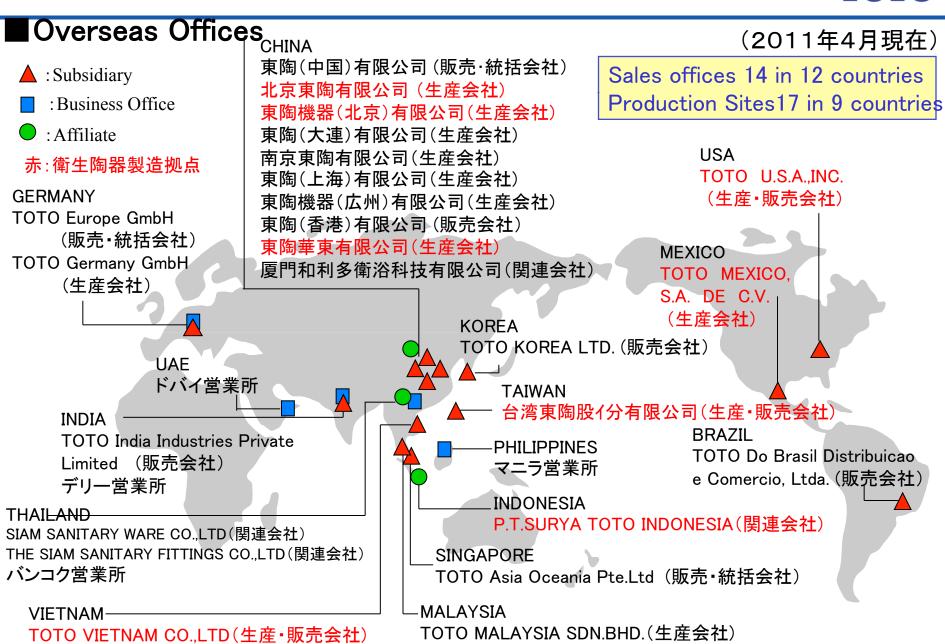


エア-スライド 液晶パネル製造用装置



#### 1. About TOTO

#### TOTO



## 2. TOTO Group's Commitment to the Environmentroro

## TOTO's vision toward environmental contribution

Because it is used every day...





Ensuring a comfortable living environment at the same time contributing to global environment.

**Products/Services** 

Creation

Social contribution

knowledge building of people

各活動における2017年までの環境ビジョンを策定

⇒TOTO GREEN CHALLENGE(TGC)

## **TOTO GREEN CHALLENGE**



#### Goal for FY 2017

Products Services

- •Provision of main products which can contribute to 50% reduction of CO2 emissions from household water facilities (comparison to 1990)
- •Global provision of Hydrotects with air purification functions (Nox removal)

Creation

A global Co2 emission effort on production, logistics, sales and promotion

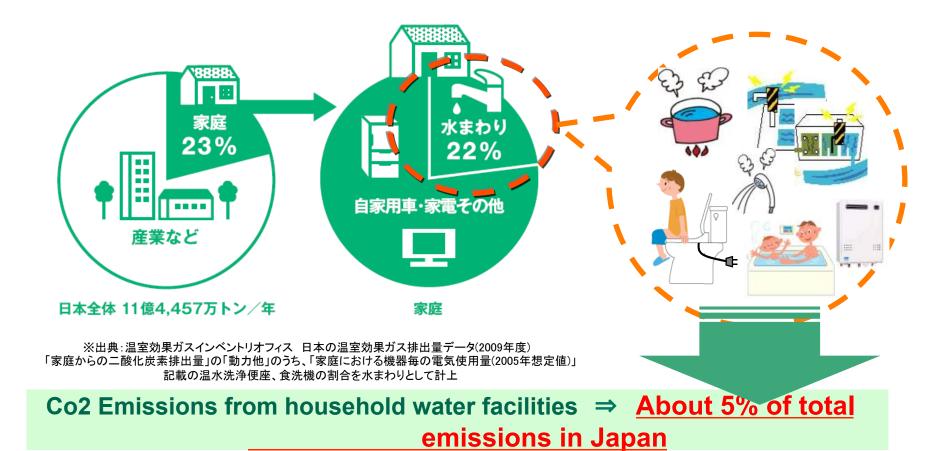
[Domestic ]45% reduction from 1990

[Overseas] 2% reduction annually

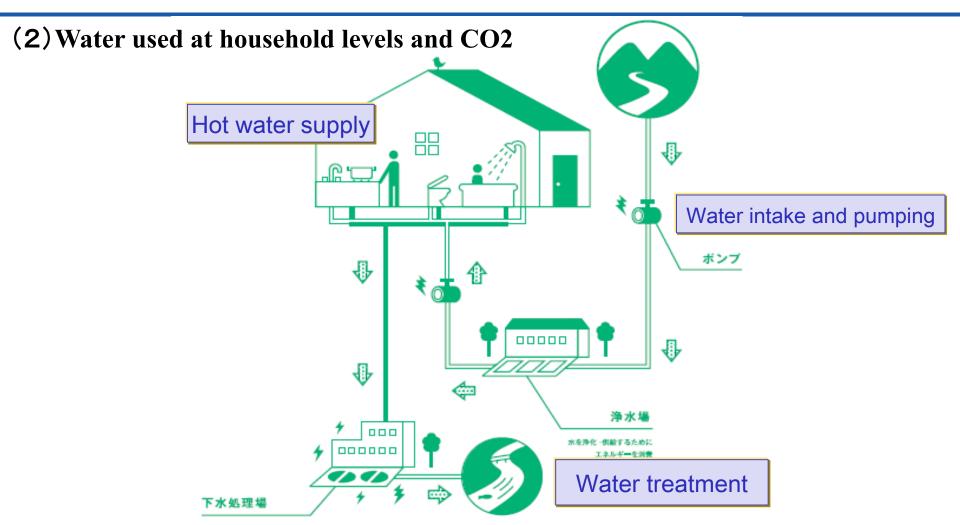
Social Contribution

Promotion of environmental contribution from the viewpoint of bio diversity.

#### (1) CO2 Emissions from household water facilities



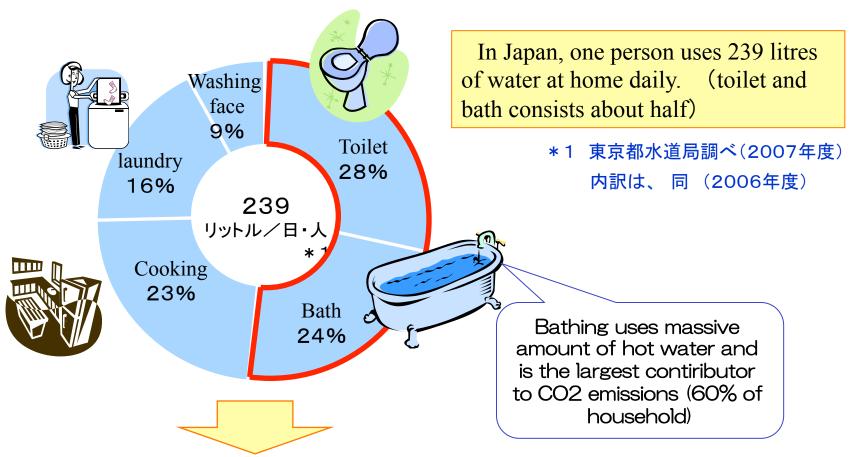
CO2 emissions from household water related facilities make about 5% of total emission in Japan



Water and hot water usages consumes energy = CO2 emissions

1m<sup>3</sup> consumption =0. 59kg $\mathcal{O}$ CO<sub>2</sub>

#### (3) Water used at household levels



Larger use of water saving and energy saving household equipment Will decrease energy consumption and contribute to reducing CO2

Emissions

#### (4) CO2 Emissions from water use related household facilities

facilities

By replacing with more efficient products or with change of life styles, forecasting how use of water facilities would affect CO2 emissions Forecasting CO2 Emissions Water & Energy CO<sub>2</sub> emission When using water related consumption of water facilities coefficients Household facilities 1)Average 2How the 3 penetrati performanc equipment population e of on is used

In order to reduce CO2 Emissions

#### Corporate Efforts

Development of superb water saving equipment and promoting replacement

#### Choice of life styles

Raising environmental awareness of users e.g. no flushing twice

#### Support from authorities

Formulation of measures to promote use of water saving facilities

e.g. Eco Points

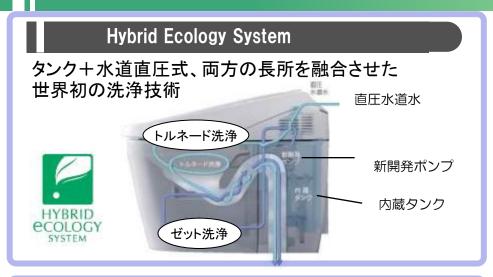
It is possible to reduce CO2 emissions of household facilities by 25%(which is 1% of total country emission) (in comparison to 1990) by 2020,

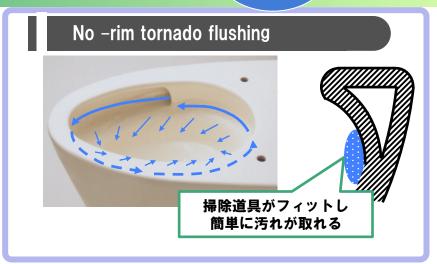
4. Introduction of technologies and products contributing to the environment:

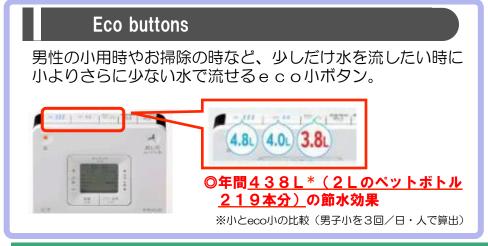
toilets

## GreenMAX4.8 (4.8Ltoilet)

68% Water saving





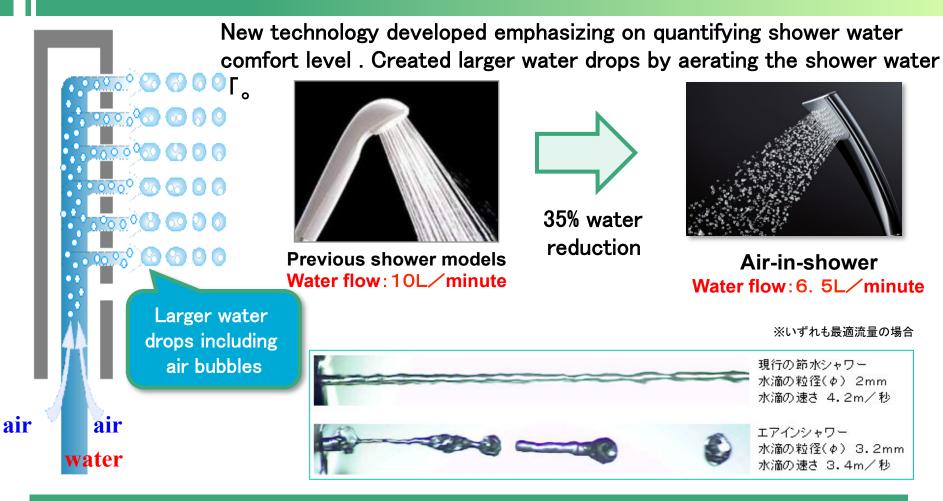




## 水流の最適制御と防汚技術で、トイレの水を徹底的に節水

4. Introduction of technologies and products contributing to the environment bathrooms

## Air-In-Shower



A new shower technology enabling comfortable water flow while saving water use

4. Introduction of technologies and products contributing to the environment of kitchen washbasin

## **Eco Single Water Faucet**

#### **Previous Single water faucet levers**



レバー中央部は「湯」と「水」の混合領域です。

湯水混合の範囲が広く、 よく使われるレバー中央部も混合領域なので、 不要な湯を無駄使いする事があります。

## 新技術 Eco Single Water Faucet



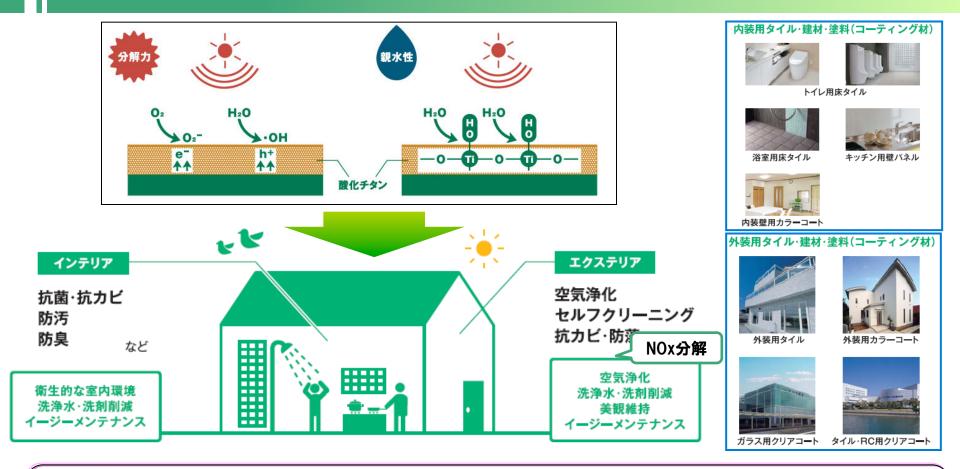
よく使われるレバー中央部までは「水」が出ます。

湯水の境目に「カチッ」と クリック感をもたせ、 必要な時のみ湯水を混合して 使う事ができます。

It prevents excessive use of hot water and saves energy use

4. Introduction of technologies and products contributing to the environment building materials and paint

## **Hydrotect**



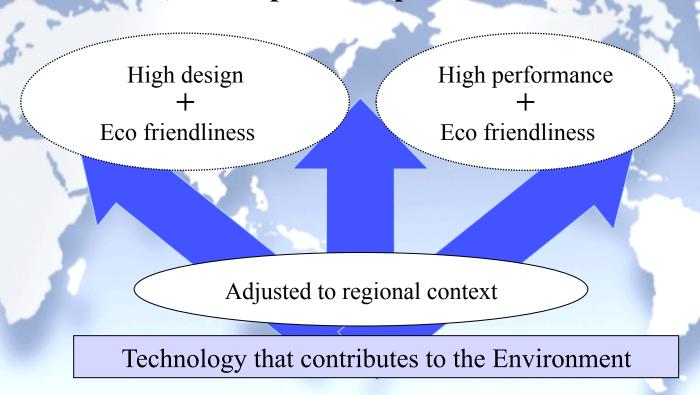


An environmental purification technology and a brand developed by TOTO, by using photocatalytics. It uses degradation and hydrophilic nature as air purifiers and self cleaning effects.

## 5. Toward water-conserving lifestyles



## **Expand and spread technology that contributes to the Environment; developed in Japan to the Global market**

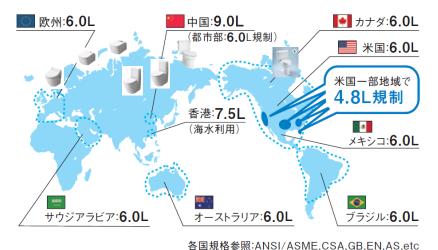


By disseminating water saving products and other environmental friendly technology, TOTO will contribute to addressing global environmental issues.

### Global Expansions

Water flush regulations in the World

洗浄水量:6.0L規制地域



Water flush regulations at 6litre is the world mainstream; while TOTO aims to reach 4.8 litre standard





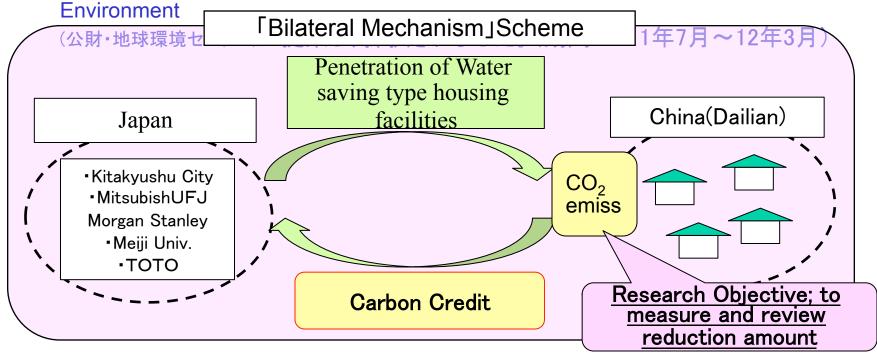
Will standardize 4.8 litre water saving toilet types and spread both in Japan and globally.

## 5. Toward water-conserving lifestyles



## To 'Carbon Credit' tize the water saving effect; a first ever attempt in the world

A proposal on 'Research on CO2 emission effect by use of water saving facilities in Dailian, China' was jointly established by Kitakyushu City, Mitsubishi UFJ Morgan Stanley, Meiji University and TOTO. The proposal was accepted by Ministry of



TOTO GREEN CHALLENGE: Globally expand the concept of 'CO2 emission by water saving'

あしたを、ちがう「まいにち」に。

TOTO