

**For Immediate Release**

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**LIXIL Group Corporation**

## **LIXIL Marks World Toilet Day with Next Generation of SATO Products**

*SATO's new V-Trap Connection System going for \$10 or less in India, helping to reduce open defecation*

**Tokyo, Japan** – LIXIL Group Corporation (“LIXIL Group”), a global leader in the housing and building industry, is marking World Toilet Day (November 19) with the roll-out in multiple states in India of its new series of innovative SATO products. SATO is a first-of-its-kind line of innovative toilet and sanitation products designed to bring improved sanitation and comfort to rural and peri-urban communities around the world.

SATO products are already in use and improving sanitation for over six million people around the world, primarily in sub-Saharan Africa and South Asia. With the launch of its latest products in India, LIXIL hopes to further improve sanitation and raise the standards of living for impacted communities worldwide. SATO products, which retail for \$10 or less depending on the country and model, incorporate a simple yet clever self-closing trap door. This effectively reduces transmission of disease and minimizes odors, making the toilet safer and more pleasant to use.



*Video: Time for Global Action (India, 6 minutes)*

The new series of SATO products feature a carefully tailored design that addresses some of the unique design challenges hindering sustainable use of toilets in India. Since the introduction of Swachh Bharat Mission in India (the government's initiative to eradicate open defecation by 2019), the number of people still defecating in the open has dropped from 550 million people to an estimated 320 million people.

Approximately 47,000 Twin-Pit Pour-Flush (TPPF) latrines are built in India every day, but most require more than five liters to flush and feature a junction box for switching between pits that is prone to clogging. The new generation of SATO uses an innovative V-trap configuration connecting the twin pits. This design makes switching between the two pits easier and eliminates clogging. The SATO V-trap connection system also requires approximately 80% less water per flush.



*SATO's new V-Trap connection system, a twin-pit pour-flush latrine, being installed by local masons*

The new series of SATO products is currently commercially available in two states in India – Madhya Pradesh and Uttar Pradesh, with launches in eight new states planned within the next three months.

“Over the last year, we have scaled our efforts to improve access to safe sanitation for communities around the world, including in India. By supporting the Swachh Bharat Mission in India, we can expand our efforts and make a real contribution to solving the sanitation crisis,” said Jin Montesano, Executive Officer and Senior Managing Director, LIXIL Group. “We believe that offering innovative, safe, and affordable solutions can aid in eliminating India's struggle against open defecation.”

In 2012, LIXIL's American Standard developed the original SATO latrine pan. LIXIL has committed to improving access to sanitation and hygiene for 100 million people globally by 2020. The SATO brand, together with further sanitation initiatives that LIXIL is developing, such as the Portable Toilet System, will be key to achieving this.

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**About LIXIL**

**LIXIL Corporation** is a global leader in housing and building materials products and services. The foundation of LIXIL's success is our constant investment in technological innovation to improve the way we live. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio businesses LIXIL, GROHE, American Standard Brands and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL produces some of the world's most fundamental and innovative products and services, and our solutions are an integral part of some of the world's most iconic and cutting-edge living and working spaces. Operating in more than 150 countries, and employing more than 80,000 people, we bring together function, quality and design to make people's lives better, and more delightful – wherever they are.

**About LIXIL Group**

**LIXIL Group Corporation** (TSE Code: 5938) is the listed holding company containing LIXIL Corporation, LIXIL VIVA CORPORATION and LIXIL Housing Research Institute, Ltd. The Group, which is led by President and CEO Kinya Seto, is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises, and comprehensive real estate service. LIXIL Group Corporation posted ¥1.89 trillion in consolidated sales in FYE March 2016.