

**For Immediate Release****May 7, 2018****LIXIL Group Corporation**

## **Paul Flowers Appointed to Expanded Role as LIXIL Chief Design Officer**

*Proven design-led approach from water technology business to support transformation of housing business*

**Tokyo, Japan** – Paul Flowers, who has transformed LIXIL Water Technology (LWT) into a multi-award winning design-led organization, is to expand his role to become LIXIL's Chief Design Officer, also overseeing LIXIL Housing Technology (LHT). The move will bring enhanced consumer-focused design methodologies to enable greater product differentiation at LHT, which makes a wide range of housing products including windows, entrance doors, exteriors and interiors. The appointment is effective July 1, 2018.

Paul served as Senior Vice President of Design for Grohe for ten years, leading the team to become the first brand in the sanitary industry to win the prestigious Red Dot: Design Team of the Year award in 2011. He assumed the role of Chief Design Officer of LIXIL Water Technology (LWT) in April 2015, and in that role has taken the creative, design-thinking culture that had been so successful in defining the Grohe brand, and applied it to LIXIL's portfolio of leading water technology brands.

LWT is now home to a dedicated in-house design team, based at design studios in Japan, Germany, the US, and Thailand. As a measure of the team's success, LWT has won 49 prestigious iF and red dot design awards in the past three years with an increasing number of brands picking up awards beyond Grohe, while new differentiated products drove faster-than-market growth across all product categories at LWT in Japan.

LIXIL President & CEO, Kinya Seto commented, "Design is now a key driver of our differentiation strategy, along with technology, quality and brand. Paul has been absolutely influential in embedding a design-centric approach at LWT that is consistently producing attractive, differentiated products that appeal to consumer needs. With the strategic fundamentals now on track at LWT, I am pleased to expand Paul's role to also oversee housing, and am confident that differentiated products will drive similar growth at LHT in the years to come."

Paul Flowers said, "With technological innovation happening faster than ever and unlimited information and peer-to-peer communication at our fingertips, consumers now have more power than ever before to select the brands and products that meet their needs. In this increasingly connected yet fragmented marketplace, LIXIL is adopting a progressive approach to design, tapping into consumer trends early and turning these insights into experiences for our consumers. I look forward to the exciting new challenge with our housing business, and am confident that we can bring greater value to LIXIL's brands."

**-Ends-**

**About LIXIL**

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

**LIXIL Group Corporation (TSE Code: 5938) is the listed holding company for LIXIL's portfolio of businesses.**

LEARN MORE AT:

