

**For Immediate Release**

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**LIXIL Corporation**

## **LIXIL wins coveted 'Innovation of the Year' at Ethical Corporation Responsible Business Awards**

*SATO series of products is recognized for enabling millions of people to access basic sanitation*



**Tokyo, Japan** – The Ethical Corporation's Responsible Business Awards have recognized LIXIL, maker of pioneering water and housing products, for its innovative SATO line of toilet and sanitation products. The range, which offers safe and affordable sanitation for those who lack access, won the prestigious 'Innovation of the Year' award.

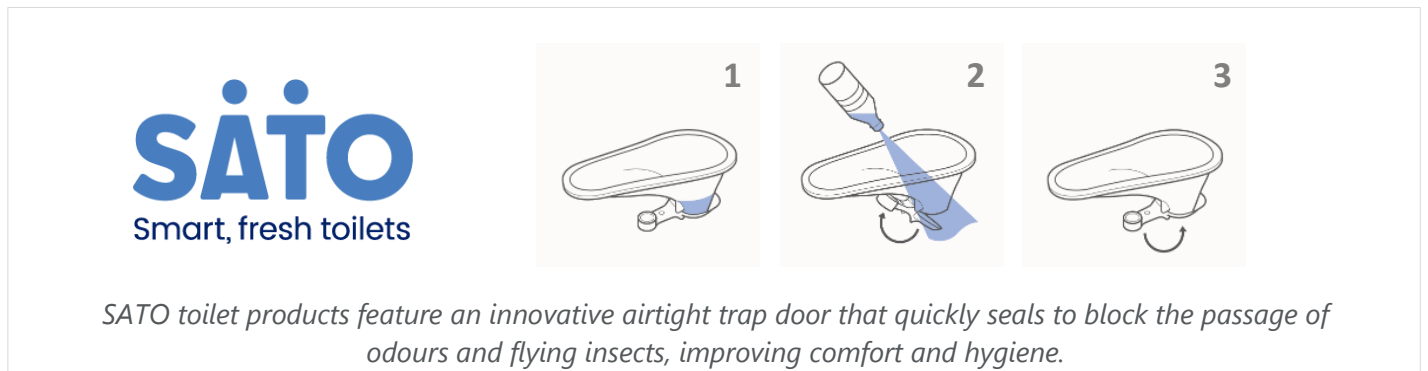
The internationally-renowned Responsible Business Awards recognize innovative and meaningful approaches to making responsible business a reality. Commenting on the selection of SATO, the Ethical Corporation Responsible Business Awards said, "LIXIL has launched an excellent series of products and innovations that help tackle the global sanitation crisis and positively impact the lives of millions of people."

Having to defecate in the open, into an open pit, or over an inadequate pit latrine exposes millions of people to odors and disease. SATO toilets require approximately 0.2 ~ 1L of water to flush away waste, after which an airtight, counterweighted trap door quickly seals to block odors and flying insects that can spread disease.

In developing the SATO range of products, LIXIL employed a frugal innovation design approach: creating original solutions that are affordable, simple to install, and sustainable. The first SATO model – a plastic latrine pan - was developed with funding from the Bill and Melinda Gates Foundation, and launched in Bangladesh in 2013. To date, more than 1.8 million units have been shipped around the world, enabling improved sanitation for approximately nine million people<sup>1</sup>.

Jin Song Montesano, Chief Public Affairs Officer at LIXIL Group, who oversees LIXIL’s social sanitation initiatives, said: “We are working to make better homes a reality for everyone on the planet. We put meaningful design at the heart of every product development process. However, with one in three people in the world still lacking access to basic and safe sanitation, we are particularly proud of the sustainable innovations we have introduced with the SATO range of products. We are incredibly proud to be recognized by the Ethical Corporation Responsible Business Awards. The award has boosted our motivation as a company to redouble our efforts to truly improve the lives of everyone, everywhere.”

The ‘Innovation of the Year’ award joins LIXIL’s ever-growing award cabinet. Earlier this month, LIXIL won 11 Good Design Awards that also recognized its expertise in meaningful design and innovation, which in turn followed multiple Red Dot and iF Award wins this year.



Note to editors:

For more information about SATO, watch video: ["LIXIL Marks World Toilet Day with Next Generation of SATO Products" \(2017\)](#)

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<sup>1</sup> Calculated by assuming that there is an average of five users for every SATO unit shipped as of March 2018.

## 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.**

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