

April 8, 2019

LIXIL Group Corporation

INAX sets out for global expansion at Milan Design Week

Introducing two new collections to launch in selective markets starting May 2019



S600 LINE

Tokyo, Japan – LIXIL Group Corporation (LIXIL), maker of pioneering water and housing products, has unveiled two new INAX bathroom collections for the global market at Milan Design Week 2019.

INAX, which manufactures innovative sanitary ware and artistic tiles, is known for its sophisticated and thoughtful designs and technology. Since it fired up its first kilns in the 1920s, the brand has been at the heart of shaping bathrooms in Japan, including the creation of revolutionary technologies such as Japan's first shower toilet.

Now, for the first time, LIXIL will give the world a preview of INAX's global brand and design concept as it unveils its new products before they enter production. The special exhibition invites visitors to experience first-hand the product designs reflecting INAX's design values and signature elements, which convey Japanese aesthetics in a contemporary style. These are represented in the new S600 LINE and S400 LINE bathroom collections, eight variations of INAX's CERAFINE™ ultra-thin wash basins, which were inspired by Japan's waterscapes and created specifically for the exhibition, a tile lounge that displays the variety of colors and textures of tiles, along with 3 inspirational brand movies showcased throughout the installation at the SuperStudio venue between April 8-14, 2019. The event space offers an immersive



INAX's 3 signature elements:
Tension, Squoval and Volcano



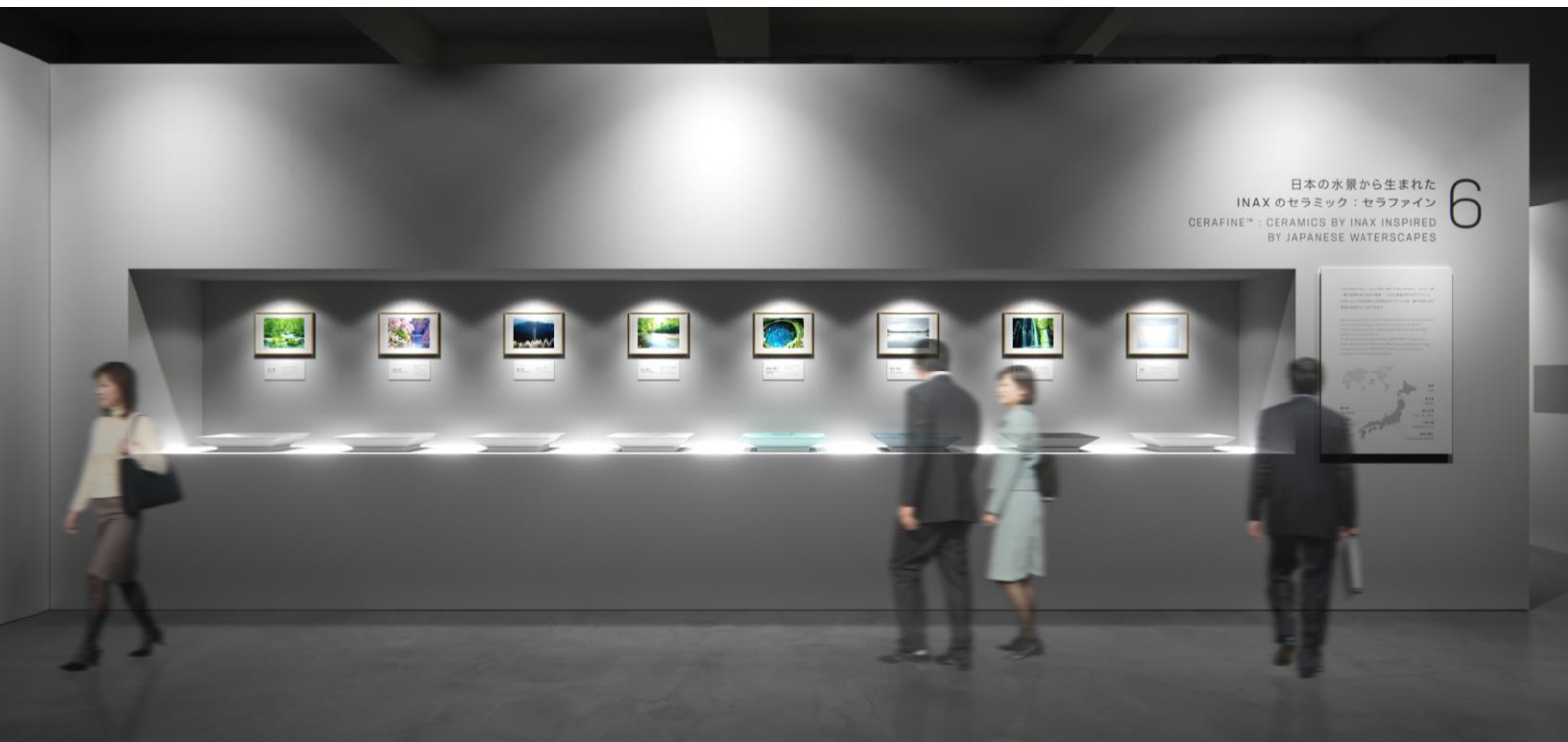
The new S600 LINE,



INAX Tile Lounge

introduction to the world of INAX, through a number of exhibits spanning the origins of the brand to its most recent concepts, including three short films, which present INAX's unique approach to design, Japan's *Rituals of Water*, and how it transforms everyday life.

"We wanted to create a new bathroom experience that embodies Japan and what it stands for; its culture, traditions, and the everyday rituals of water we go through to purify and transform ourselves. We are excited to now show the world the brand concept of INAX, the look and feel of its designs, and the technology within that enables people to live healthily and comfortably. We invite you to come see INAX at our exhibition in the heart of Milan," said Yasuhiro Shirai, Japan Design Officer of LIXIL Water Technology.



CERAFINE™ wash basins are delicate and ultra-thin ceramic vessels exhibiting a high level of durability and quality achieved through years of technological innovation. This special collection is inspired by Japanese waterscapes.

Rituals of Water

Japan is a land blessed with water. Its waterscapes, from the white north to the green and blue south, are vast and deep. And for the people of Japan, too, water is at the heart of their culture. For a long time, the people of Japan have used water to purify themselves physically and spiritually, from cleansing their hands and mouths before entering shrines and temples, to taking baths at the end of the day to wash away fatigue and prepare for the day ahead – renewed and revitalized.

See Japan's Rituals of Water come to life in INAX's new line of designs. The exhibition will include displays of INAX's new bathroom designs and upcoming product lines, from baths to toilets, wash basins, faucets and decorative yet functional tiles. In addition, INAX will also showcase a range of ceramics, including an elegant blue and white pottery toilet from the Meiji era (1868 - 1912) and artistic tiles.

INAX Design

LIXIL is a firm believer that design is an important driver of brand equity and has committed to strengthening its design process on a global scale. The values and principles originally upheld by INAX continue on in the

brand's identity, and are instilled in INAX's Design Values and Design Signatures, which will be evident in the prevailing product designs.

S600 LINE - Japanese Spatial Aesthetics: Changing Bathrooms Around the World

In Japan, there is a culture that skillfully utilizes limited space, and creates within it, a world of beauty. INAX developed the S600 LINE, inspired by Japanese living spaces, which balance the traditional Japanese approach to utilizing space with modern sensitivities. A bathroom arranged with beautiful objects can positively influence the way one feels, offering a deeper level of relaxation, vitality, and a feeling of confidence. INAX has perfected the Japanese use of spatial design to bring beauty and new value to the modern bathroom.

S400 LINE – Spaces Offering an Interplay of Light, Shadows, and Straight Lines

Japanese architecture has created spaces of unparalleled beauty through the celebration of the shadows produced by light. Rays of light penetrating small windows cast shadows on the floor, walls, and products, which can evoke a sense of serenity and relaxation, causing an unblemished and thoroughly elegant space. Such an atmosphere cannot be created with a single product alone. It's only possible through careful attention to detail, in designing the light, the architecture, and products, including tiles and toilets, in their totality. This is the value that the S400 LINE by INAX offers to your bathroom space.



LIXIL aims to launch the new INAX collections in Australia, Cambodia, China, Indonesia, Laos, Myanmar, New Zealand, the Philippines, Taiwan, Thailand, Vietnam, and other markets starting May 2019.

Visit the [INAX Media Center](#) for more information and to download videos and images, and watch the brand movies [here](#).

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About INAX

INAX is a Japanese brand that manufactures innovative sanitary ware and artistic ceramic tiles. The history of INAX can be traced back over 100 years when our forefathers worked on producing the tiles for the second main building of the Imperial Hotel designed by the architect Frank Lloyd Wright. By determining the properties of clay and the impact of fire, through numerous trials, we succeeded in the large-scale production of decorative tiles, which became the foundation of INAX. Since then, we have continuously pursued to deliver products for new and better living, engaging in challenging innovations including the first made in-Japan shower toilet, self-powered hands-free faucet, and interior tiles that freshen the air in the room. Meanwhile, we cultivated our skills to produce tiles that offer sophisticated expressions through delicate coloring and texture, gaining inspirations from Japanese tradition, culture, and the seasonal changes of nature. Our expressive and technical ability became visible through the tiles of the restored exterior tiles of St. Francesco's church (built in 1963), designed by Italian architect, Gio Ponti. The installation was completed in 2008.

INAX creates beautiful, innovative bathrooms from Japan that make everyday life easier, healthier and more enjoyable, enabling everyone to live well. www.inax.com

About SuperDesign Show/Superstudio

17.000 sq.mt exhibiting spaces, 100.000 visitors and over 2.000 registered journalists only in 2018, theme projects, museum-like installations, national pavilions, solo or collective exhibitions, large consolidated companies but also young innovative companies, startups, independent authors. All of this at SUPERSTUDIO, iconic place of design in Milan, the pioneer of the Fuorisalone phenomenon in the district, the most visited and sought-after place of the Tortona District since 2000. With SUPERDESIGN SHOW project, according to the original format "less fair and more museum", Superstudio pursues its mission on quality, excellence, research. As usual, the guideline of Gisella Borioli's project, with the art direction of Giulio Cappellini, is ONLY THE BEST, a selection of the best trends, products, ideas and projects. www.superstudiogroup.com

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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