

July 7, 2011

The first LIXIL showroom in Thailand The LIXIL GALLERY opened July 7 (Thurs.)

—LIXIL will begin full-scale sales of sashes for the Thai market, using the GALLERY as its base of operations—

On Thursday, July 7, 2011, LIXIL opened a showroom in Bangkok, Kingdom of Thailand (hereinafter “Thailand”), called the LIXIL GALLERY. This is LIXIL’s first sash-centered showroom in the ASEAN countries.

The LIXIL GALLERY was set up in the Crystal Design Center (CDC), which is located about 10 kilometers from central Bangkok. The CDC is one of the largest complexes displaying building materials and housing equipment, and related products in the ASEAN countries. The CDC is where trends in building materials for housing in Thailand are set. It brings together the products of over 200 manufacturers from 16 countries worldwide. There is even an American Standard Asia-Pacific division (American Standard) display area in the CDC.

At the LIXIL GALLERY we will be displaying sashes for residential housing and buildings that are being developed for the Thai market and that will be released as part of the TOSTEM brand. Also on display will be aluminum industrial parts such as automotive components that we have been selling in Thailand for some time. In order to inform Thai consumer about the high quality and performance of Japanese sashes, we have set up testing spaces where they can experience for themselves how different sashes affect properties like air- and water-tightness, soundproofing, and heat shielding. Furthermore, we shall display reference products sold in Japan, such as the next generation standard window “SAMOS”, the fully openable sash “OPEN WIN”, and therefore try to convey just how important the parts of your house that you open can be. We have also created exhibition space for sanitary ware and bathtubs by American Standard as well as INAX’s functional interior ceramic “ECOCARAT” as part of the LIXIL Group product lineup.

LIXIL considers the ASEAN countries just as important as China. We hope to be able to use the LIXIL GALLERY as a base of business operations so that we may bolster our sales of aluminum industrial parts, and at the same time develop full-scale sales operations for sashes and other architectural materials developed and produced specifically for the Thai market.



«LIXIL GALLERY entrance»

What makes the LIXIL GALLERY unique

(1) The presence of testing spaces

The GALLERY has four “testing spaces” where visitors can experience the superior performance of our sashes for themselves.

■ **The Water- & Air-tight Space**

Much effort went into making the area outside the room as close to a natural environment as possible. This gives visitors a better idea of the water-tight properties of the sashes than merely throwing water on them. Furthermore, we built smoke sources outside of the room and made it so the airflow into the room is visible, which gives people an accurate demonstration of the air-tight performance.

■ **The Soundproof Space**

In addition to being able to hear and feel the volumes generated by the sound of airplanes taking off and landing, the din of traffic on busy streets, and the noise of music both inside and outside the room, you can also check volume levels shown numerically as measured by monitors.

■ **The Heat-shielding Space**

We expose three kinds of glass to strong light from outside the room. Inside, you can feel the differences in the amount of heat that makes it in.

■ **Breeze-catching Simulator**

This set up lets you feel how the volume of wind that enters a structure changes with the different window positions.



«Water- & Air-tight Space;
Sounproof Space»



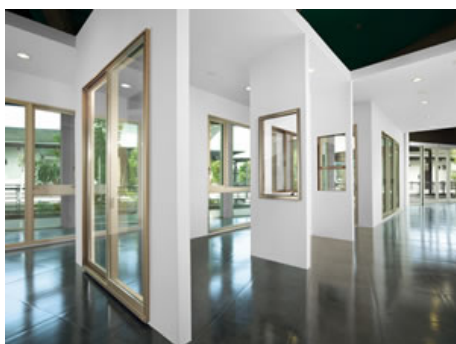
«Inside the Water &
Air-tight Space»

(2) LIXIL Group product displays

The products on display will be comprehensive and include sashes as well as goods other than TOSTEM products, such as sanitary ware and bathtubs by American Standard, INAX’s functional interior ceramic “ECOCARAT” material, and more.

LIXIL GALLERY Overview

Proper name	LIXIL GALLERY
Address	J1 201-209, Crystal Design Center Building, 1448/3 Soi Ladprao 87(Jantrasuk), Praditmanuthum Rd, Klongjan, Bangkok, Bangkok 10240
Site area	442m ²
Products on display	Sashes for buildings and homes, exterior products, aluminum industrial parts, bathtubs, lavatory bowls, sanitary ware, functional interior ceramics, etc.
Hours open	10:00—19:00 (Closed: No fixed days)



«Sash Display Space»



«Aluminum Industrial Parts Space»

Overview of our business operations in Thailand

LIXIL's Thai business operations began in 1987 TOSTEM (former company) established a factory in Thailand to produce aluminum sashes for housing for the Japanese market. In 1991, Tostem Thai Marketing Co., Ltd. was established. Utilizing the fact that it was one of the largest dedicated aluminum product factories in the world, the company went on to manufacture and sell aluminum industrial parts—mostly automotive parts and heat sinks—for the Thai domestic market.

In order to get a better foothold into the market for architectural materials for buildings and residential houses, rather than just selling industrial aluminum products like we have traditionally done, we have opened LIXIL GALLERY, which we hope will serve as a base of business operations. Our goal is to develop and produce aluminum sashes and other building products specifically for the Thai market, provide local developers and builders with more and better options, and improve our sales performance.

American Standard is another manufacturer that sells sanitary ware, bathtubs, and related items in Thailand. American Standard's sales in the country for FY2010 amounted to USD 68 million, a figure that is second only to their sales in China.

Supplementary information: About the Crystal Design Center

- The Crystal Design Center is one of the largest complexes displaying housing fixtures, architectural materials, and related products in the ASEAN countries, in addition to being the major source of related information and trends in the region.
- Site area: About 100,000m²
- Number of Stores: About 200

