

For immediate release

October 3, 2011
LIXIL Corporation

**LIXIL to take part in the very first
Qatar International Environment Protection Exhibition (ecoQ)
- Introducing LIXIL's latest environmental technology to the Middle East -**

LIXIL Corporation, Japan's leader in housing and building materials headquartered in Tokyo, will participate in the first Qatar International Environment Protection Exhibition (ecoQ) taking place in Doha, the Qatar capital, from October 16-18, 2011. Exhibitors from various countries such as Japan, Germany, France and China will set up their own pavilion. LIXIL will be one of the six Japanese corporations to display their products in the Japan pavilion.

Having at heart to encourage a sustainable lifestyle in harmony with the Earth, LIXIL continues to apply an environment-conscious approach in creating a better living environment. At ecoQ, LIXIL will explain its endeavors to generate green energy while displaying its most innovative eco-friendly products, notably the Foam Spa, which was first shown at the Milano Salone in April this year, and the GOLD REGIO toilet, featured in the "World's Top Lavatory" display in the Japan Industry Pavilion of the Shanghai World Expo 2010 last year. LIXIL will propose new life styles from Japan and leading environmental technology for an enriched and comfortable living environment.

"We believe in achieving harmony between how humankind lives and the earth that we live on. We are applying our environmental awareness across the entirety of what we create, how we create and for whom we create a better living setting. After the Great Japan Earth quake of last March, the Japanese people's perception on energy has changed dramatically. Now, time is shifting where both private and corporate users are actively involved in solving the issues on energy. Protection of the environment goes beyond national borders. Energy consumption is growing worldwide, particularly in emerging countries that are developing towards affluent lifestyles, and at LIXIL, we are committed in promoting technological innovation to reduce energy consumption. Through this exhibition, we are proud to introduce energy saving and generating technologies for the first time to the Middle East. The technologies that are made possible because we are a company involved in almost all aspects of home building." said Masahira Oda, General Manager of LIXIL Multidisciplinary Research Institute.



Image of the LIXIL Exhibition

Products highlights :

Foam Spa

With a bathtub full of newly-developed foamy bubbles over half filled hot water, the Foam Spa bathtub offers an innovative style of bathing experience. Since the other half of the tub contains only foam, the Spa is a good alternative to water-saving, while enveloping the body like a soft creamy blanket for a maximum and quasi-spiritual enjoyment. The movement of the foam allows the bath to remain at the chosen temperature. Also, as hardly any steam is involved, the bathtub can be featured in the living room to enjoy a completely new way of bathing. The Foam Spa that will be on display at ecoQ is a concept model designed by the world-famous product designer Toshiyuki Kita.



GOLD REGIO

The REGIO was introduced in 2008 as a "Comfortable Toilet" giving to the bathroom a feel of superior hospitality. Combining the latest technology with a beautiful design and the touch of porcelain, the REGIO has received high praise overseas as a premier luxury toilet. The GOLD REGIO, with a special gold coating, drew a lot of attention when it was first exhibited at the Shanghai World Expo 2010.



ECOCARAT

ECOCARAT is an interior wall decoration material capable to control the humidity of a room, to absorb unpleasant odors and to eliminate harmful substances, therefore contributing to a healthy and pleasant air environment, without wasting energy. The material can be freely adjusted to the room shape and owner's vision to create a better living environment.



Introducing LIXIL Technology

Leading technology used in LIXIL products to enhance life will be introduced using cutaway models and video. The SATIS tankless toilet, a very comfortable water-saving shower toilet and the AUTOMAGE-E (Aquenergy type) automatic faucet, which powers itself with electricity generated from flowing water, will be the main examples to be shown at ecoQ.

Reference: ecoQ Overview

Event Name: Qatar International Environment Protection Exhibition (ecoQ)
Dates: Oct 16-18, 2011 (10:00 a.m.–9:00 p.m.)
Venue: Doha Exhibition Center (around 10,000 m²)
Web site: <http://www.eco-q.org/>

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