

**For Immediate Release**

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**LIXIL Corporation**

## **LIXIL Brands Receive Six Red Dot Awards In 2017**

*Recognized for bath and kitchen products that are shaping how we experience and interact with water*

**Tokyo, Japan** – LIXIL Corporation (“LIXIL”), a global leader in housing and building materials, products and services, announced today it has received a total of six Red Dot Awards in 2017. The Red Dot Award is one of the world’s most coveted and sought-after marks for good design. Bringing home the awards this year are six water-related products: one from LIXIL and five from GROHE, a premium global sanitary ware brand by LIXIL.



*Image: Three products to receive a Red Dot Award 2017: Aqua Feel, GROHE Blue and Sensia Arena*

“We are honored that our products were recognized for the Red Dot Award,” said Kinya Seto, President and CEO of LIXIL. “LIXIL’s design philosophy is about enhancing people’s living spaces by integrating innovative technology with aesthetics, functionality, culture and imagination. Working closely together under the leadership of Paul Flowers, Chief Design Officer of LIXIL Water Technology, our global design teams will leverage design expertise from around the world in order to create products that meet the needs of the diverse range of our global customers.”

The Red Dot Award is an international design competition held by the Design Zentrum Nordrhein Westfalen in Germany. Products are evaluated by a panel of 40 international design experts based on a number of criteria, including the degree of innovation, functionality, ergonomics, durability and ecological compatibility. The latest round of Red Dot Awards received 5,500 submissions from 54 countries around the world.

LIXIL’s Aqua Feel, a shoulder-bathing system, was among the recognized products. Inspired by the bathing culture of Japan, Aqua Feel delivers water as a wide veil of water over one’s neck and shoulders from the headrest area. Relaxing to the touch, this system also promotes health and beauty by enhancing blood flow in the upper body while bathing.

GROHE’s winners included GROHE Blue Home water system. Innovative, elegant and ecologically friendly, GROHE Blue Home delivers filtered, chilled, still, medium or sparkling water. Other winning products by GROHE included its Sensia Arena shower toilet, which integrates LIXIL’s technology from Japan, as well as three of its faucet lines: Lineare, Concetto and Essence.

Through LIXIL’s global design studios in Japan, Germany, the US and Thailand, LIXIL will continue to innovate for the future, bringing together the know-how and expertise of all of its global brands.

### **Awarded Products**

LIXIL	1	Aqua Feel	Shoulder-bathing system
GROHE	2	Blue Home	Drinking water system
	3	Sensia Arena	Shower toilet
	4	Lineare	Water faucet
	5	Concetto	Water faucet line
	6	Essence	Water faucet line

*Note: The product name Aqua Feel is currently only in use in Japan. Only the floor mounted version of Sensia Arena is available in Japan. All other awarded GROHE products are not commercially available in Japan.*

More information about these products can be found [here](#).

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#### **About LIXIL**

**LIXIL Corporation** is a global leader in housing and building materials products and services. The foundation of LIXIL’s success is our constant investment in technological innovation to improve the way we live. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio businesses LIXIL, GROHE, American Standard Brands and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL produces some of the



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world's most fundamental and innovative products and services, and our solutions are an integral part of some of the world's most iconic and cutting-edge living and working spaces. Operating in more than 150 countries, and employing more than 80,000 people, we bring together function, quality and design to make people's lives better, and more delightful – wherever they are.

**About LIXIL Group**

**LIXIL Group Corporation** (TSE Code: 5938) is the listed holding company containing LIXIL Corporation, LIXIL VIVA CORPORATION and LIXIL Housing Research Institute, Ltd.. The Group, which is led by President and CEO Kinya Seto, is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises, and comprehensive real estate service. LIXIL Group Corporation posted ¥1.89 trillion in consolidated sales in FYE March 2016.