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LIXIL Group Corporation

LIXIL Unveils New Kitchen and Bath Innovations at KBIS 2020

Las Vegas, USA – LIXIL, pioneering maker of water and housing products, showcases its kitchen and bath innovations at the Kitchen & Bath Industry Show (KBIS). LIXIL Americas' brands, American Standard, GROHE and DXV, will introduce new products that combine style and functionality to solve everyday, real-life challenges for everyone, everywhere.

"We wanted to hone in on kitchen and bath innovations that provide real-life solutions for our consumers this year at KBIS," said Katty Pien, Chief Marketing Officer, LIXIL Americas. "The products we are showcasing, and the way in which we've chosen to highlight them, will truly transport you to a new way of experiencing our brands. From American Standard's cozy, warm heart-of-the-home products, to GROHE's contemporary, cosmopolitan haven and DXV's jewel box of high-end, beautiful pieces, we are thrilled to display our newest designs."

As the company continues to deliver the best technology, design, quality and consumer-focused products, LIXIL will introduce its newest collections and designs across its three brands.

American Standard will highlight key products by how they fit into the swirl of life through the design of its booth. Since people spend six to seven years of their life in the kitchen and bathroom, American Standard created suites built within the framework of a house that capture the feeling of those intimate spaces and paint a picture of how its products fit into the most important rooms of people's homes. Drawing on its 150-year legacy of built-to-last quality and never-let-you-down performance, American Standard is going beyond just the look of a kitchen or bathroom to bring innovations that fit people's desire for stylish products that also improve everyday life. The select group of products highlighted in the suites include the contemporary Studio S Collection, a new, full-suite solution for the bathroom and kitchen, and the SpaLet Bidet Seats and Integrated Toilet family.

GROHE, a leading global brand for bath and kitchen water solutions, will feature a lineup of new products at the Kitchen and Bath Industry Show. The updated Ladylux L2 kitchen faucet portfolio, brilliant new finishes in the Essence collection and the versatile GrohSafe 3.0 pressure balance rough valve and matching trims showcase the aesthetics and performance of German design and engineering, a difference you can truly feel. Responding to growing demand from North American consumers who desire the ability to infuse the brand's sterling design, innovation and quality into every element of the bathroom, GROHE will introduce two stunning ceramics collections including sinks and toilets that coordinate with its popular Essence and Eurocube faucet lines.

DXV, the only premium portfolio of bathroom and kitchen collections that reimagines and curates the most influential and beautiful design movements of the past 150 years, introduced its all-new Belshire collection, combining lavish style with fine craftsmanship and rich materials. The collection captures the glamour, sparkle and opulence of the 1920s Golden Era.

For more information and to learn about all products showcased at KBIS, visit [American Standard](#), [GROHE](#) and [DXV](#) to download the brands' KBIS 2020 Press Kit materials.

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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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