



Link to Good Living

PRESS RELEASE

For Immediate Release

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LIXIL Corporation

LIXIL's Designs Envisioning Better Homes

Newly collected Red Dot and iF Design Awards add to a total of 400 global awards for the company



Tokyo, Japan – “Understanding our consumers is fundamental to everything we design at LIXIL: how they live, what their needs and aspirations are, and what they expect from their living spaces. We continuously observe consumer needs and beyond to uncover new desires for better living” says Paul Flowers, Leader of LIXIL Global Design.

LIXIL, maker of pioneering water and housing products, collected 14 Red Dot and 13 iF Design Awards in April, adding to a total of more than 400 global design awards for the company, collectively.¹ The new additions of design accolades include faucets, showers, toilets and doors spread across living and public spaces.

“I am proud to see LIXIL’s brands collect a total of 27 renowned design awards to kick off another exciting year. The presence of LIXIL’s designs at notable global design awards over the years is a clear affirmation of our design processes. We currently have eight in-house design studios across the world, with over 100 in-house designers who are dedicated to implementing design thinking, and together with R&D, Marketing and

other business functions, LIXIL is able to take on bold challenges to make better homes a reality for everyone, everywhere.”

Following the centralization of the LIXIL Global Design Organization, Flowers is now also overseeing Brand Identity, building stronger connections across multiple brand related operations and long-term brand equity.

“To fully unlock LIXIL’s potential, we are also building on the LIXIL’s brand portfolio and global leadership by sharpening and simplifying what makes each brand unique. I am confident that our approach will help us strengthen our relationship with the consumer.”

More people are spending time in the home, and the change in lifestyles has accentuated the need for new products and experiences. From supporting hygiene practices, to ensuring the efficient use of space, or adding comfort and in securing privacy, LIXIL continues to apply design to solve real-life challenges.

GROHE

As a global leader in water products, LIXIL is keen on understanding the shift in lifestyles and society to remain relevant to its global consumer base. Capturing three emerging global macro-trends -Urbanization, Health and Well-being, and Sustainability -which the GROHE brand articulates in its design, the **Rainshower AQUA Body sprays** is a product of supreme design and engineering. The spray head moves out of the concealed body automatically through a water kinetic movement when activated, revealing a selection wheel with body sprays from three modes; PureRain, ActiveJet and the combination of both spray patterns. The unique knurled pattern helps when adjusting the angle of the spray head, for the user to gain full control of the flow, providing an exclusive and invigorating shower experience.



INAX

“It’s not a surprise that sensor technologies and touch-free technologies are a growing interest for consumers today. But at LIXIL, we are looking at other ways to improve the experience,” says Flowers. Made from a single-piece pipe from its base to its narrow phi 26.5mm spout laden with a small sensor, the INAX’s **AUTOMAGE MX** is a highly responsive automated faucet that fits style, accessibility and easy-to-clean properties in its slim form. The sensor also automatically adjusts the flow of water to suit the bowl it is paired with.



LIXIL

LIXIL’s housing products are also redefining living and public spaces and have collected a total of 6 wins. LIXIL’s **LINEAR AUTO DOOR** is an automatic door with a linear drive system that is 60mm by 80mm in size, realizing a flat frame design. The new door requires shorter installation and maintenance time, while the motor operates quietly, safely and helps reduce the accumulation of dust. Available in a variety of colors and textures, it adds a unique minimal presence to ambiances.



¹ Total of global awards collected across all LIXIL brands since 2011

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Note to Editors:

For more information on LIXIL’s Award wins, see table below:

Red Dot Award: Product Design 2021				
Brand		Category	Product Name	Type
GROHE	1	Bathroom	GROHE Allure	Bathroom Faucets collection
	2	Shower	GROHE Rainshower AQUA Body sprays	Concealed Body Spray Collection
	3	Bathroom	GROHE Eurosmart	Bathroom Faucets collection
	4	Faucet	GROHE Eurosmart Kitchen	Kitchen Faucets collection
	5	Bathroom	GROHE Plus with LED Display	Bathroom Faucet
	6	Shower	GROHE Rainshower AQUA Ceiling showers	Modular Ceiling Showers
INAX	7	Faucet	AUTOMAGE MX	Sensor faucet
	8	Faucet	AUTOMAGE Gooseneck	Sensor faucet
ARC-X (nitto cera)	9	Bathroom	Bathroom thermostat faucet	Bathroom thermostat faucet
LIXIL	10	Interior Design Elements	LIXIL ID Series Handle	Interior Design Elements - Doors and door systems
	11	Interior Design Elements	LINEAR AUTO DOOR	Interior Design Elements - Doors and door systems
	12	Interior Design Elements		Innovative Products - Doors and door systems *metacategory "Innovative Products"
	13	Materials and Surfaces	TEXTLIGHT	Materials and Surfaces - Decorative surfaces
	14	Materials and Surfaces		Innovative Products - Materials and Surfaces *metacategory "Innovative Products"

iF DESIGN AWARD 2021				
Brand		Category	Product Name	Type
GROHE	1	Bathroom	<u>GROHE Allure</u>	Bathroom Faucets Collection
	2	Kitchen	<u>GROHE Eurosmart Kitchen</u>	Kitchen Faucets Series
	3	Faucet	<u>Icon 3D</u>	3D Metal-Printed Faucets Collection
	4	Shower	<u>GROHE Rainshower AQUA Body sprays</u>	Concealed Body Spray Collection
	5	Shower	<u>GROHE Rainshower AQUA Ceiling showers</u>	Modular Ceiling Shower
INAX	6	Bathroom	<u>LUMISIS series / High back vessel type</u>	Vanity
	7	Toilet	<u>SATIS S</u>	Integrated bidet toilet
	8	Faucet	<u>AUTOMAGE A</u>	Sensor faucet
	9	Faucet	<u>AUTOMAGE MX</u>	Sensor faucet
	10	Faucet	<u>AUTOMAGE Gooseneck</u>	Sensor faucet
	11	Toilet	<u>Toilet Remote Controller</u>	Toilet remote control
ARC-X (nitto cera)	12	Faucet	<u>Bathroom thermostat faucet</u>	Shower thermostat
LIXIL	13	Store Exterior	<u>LINEAR AUTO DOOR</u>	Interior Design Elements - Doors and door systems

Follow [@lixilglobaldesign](https://www.instagram.com/lixilglobaldesign) on Instagram for more information on the awards

About LIXIL

LIXIL (TSE Code 5938) 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. Approximately 60,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

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