

For Immediate Release

March 11, 2019  
LIXIL Group Corporation

### LIXIL Brands Pick Up 17 iF Design Awards 2019

*INAX, GROHE, American Standard, TOSTEM, and INTERIO named as winners*



Image: TOSTEM LW

**Tokyo, Japan** – LIXIL, maker of pioneering water and housing products, announced today its brands have received a total of 17 iF Design Awards in 2019. LIXIL’s brands INAX, GROHE, American Standard, TOSTEM, and INTERIO<sup>1</sup> were named among the winners, demonstrating how LIXIL is today shaping living spaces in the home and in public, from bathrooms and kitchens to house interiors and exteriors.

“Design at LIXIL is about making products that will play meaningful roles in people’s lives. It is so much more than just aesthetics; it is about creating products which are easy to use, functional, and comfortable to use. We are proud of the progress our in-house design teams in LIXIL are making, contributing to how people around the world live” said LIXIL Chief Design Officer, Paul Flowers.

<sup>1</sup>Note: INTERIO is a brand marketed in Japan only.



- Started in 1953 and organized by the International Forum Design (IFD) in Germany
- 6,375 submissions from 52 countries in 2019
- Among most prestigious product design awards alongside Red Dot Awards and Good Design Awards

## INAX

In the bathroom space, INAX was awarded for its Sound Decorator, a wall-mounted noise-masking device for toilets in public areas. In Japan, it isn't uncommon for people to flush toilets to drown out embarrassing noises, wasting water. INAX's Sound Decorator starts automatically when users approach, and goes a step further than most noise-maskers by adjusting the sound frequency to its surroundings.



Image: INAX Sound Decorator

## GROHE

Among its eleven recognized products, GROHE's highlights include its new SmartControl Kitchen Line. GROHE's SmartControl technology is today already known when it comes to showers. Instead of using a lever to start and stop water, the intuitive SmartControl feature enables users to simply push a button located on the faucet's head – even with one's elbow or wrist, ideal for moments when both hands are full or not clean. If this button is turned, the amount of water can be precisely adjusted for maximum ease of use, revolutionizing everyday life in the kitchen. The temperature of the water can also be regulated by using a mixing valve on the faucet's body.

With its latest innovation, GROHE Plus, the brand is introducing a digital faucet which enables users to precisely tailor the temperature of the water thanks to an indicator on top of the faucet. Not only does this contribute to safety, but the indicator also promotes water- and energy-saving by making users aware when hot water is unnecessarily used. GROHE Plus features a bold, geometric D-shaped design that fits both round and square bathroom collections.

## American Standard

American Standard's Genie Hand Shower, which has picked up an accolade of awards so far, was recognized again. Designed to deliver a robust yet gentle shower experience for consumers in markets with low water pressure in Asia, Genie integrates affordability, beautiful design, and innovative functionality.

American Standard also picked up an award for its Beale MeasureFill faucet. For users looking to measure one cup of water for their morning coffee, for example, the Beale MeasureFill Touch kitchen faucet from American Standard will deliver exactly the amount of water selected - no more, no less.



Image: American Standard Genie

## TOSTEM

Long celebrated for its windows, TOSTEM LW was first unveiled in 2018. Consisting of a single large glass door that slides open sideways, the frame is almost invisible from inside the room, creating a bright open space that connects the inside and outside of the house – all while maintaining a high standard of insulation.

**INTERIO**

LINE LIGHT DOOR is an interior door with a line that gently glows when you approach, helping to guide users in the dark. Now, users no longer need to switch on the lights when getting up at night to use the lavatory. The light itself is dim, glowing in a vertical line near the door handle, improving the safety of the home and lending it a more soothing atmosphere at night.

LIXIL designs for people, looking to solve real problems, pain points, and find opportunities. Its award-winning in-house teams are based in design studios in Japan, the US, UK, Germany, and Thailand.

**-Ends-**

**Note to Editors:**

For further information on all products recognized by the iF Awards, illustrating LIXIL’s innovated design, please see [appendix](#).

Brand		Product Category	Name
INAX	1	Noise-Masking Device	Sound Decorator
	2	Shower Toilet Remote Control	Electricity-Generating Remote
GROHE	3	Kitchen Faucet	GROHE Zedra SmartControl
	4	Kitchen Faucet	GROHE Essence SmartControl
	5	Kitchen Faucet	GROHE Minta SmartControl
	6	Bathroom Faucet	GROHE Atrio 3-Hole Wall Mount
	7	Bathroom Faucet	GROHE Atrio 3-Hole Deck Mount
	8	Shower System	GROHE Rainshower 310
	9	Bathroom Faucet	GROHE Plus L-Size Digital
	10	Design Study	GROHE Black Line
	11	Shower System	GROHE Euphoria SmartControl in Hard Graphite
	12	Shower System	GROHE Euphoria SmartControl in Chrome
	13	Kitchen Faucet Water System	GROHE Red Mono
American Standard	14	Kitchen Faucet	Beale MeasureFill
	15	Hand Shower	Genie
TOSTEM	16	Window	LW
INTERIO	17	Interior Door	LINE LIGHT DOOR

**About LIXIL**

LIXIL makes pioneering water and housing products that are designed to 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.**

LEARN MORE AT:   