

For Immediate Release

**October 28, 2020**  
**LIXIL Group Corporation**

## **LIXIL Takes a Step Forward in the Responsible Use of Resources Establishing its Global Plastic Action Statement**

*Contributing to the Realization of a Sustainable, Circular Economy*

**Tokyo, Japan** –LIXIL Group Corporation (“LIXIL”, TSE Code: 5938), maker of pioneering water and housing products, established its *LIXIL Plastic Action Statement*, a group-wide commitment as part of its contribution to the realization of a circular economy. Encompassing its commitment to reduce single-use plastics and promote recycling, accelerate research and development of renewable materials, and actively use eco-friendly alternatives, LIXIL’s will contribute to minimizing CO<sub>2</sub> generated by manufacturing plastics and pollution caused by disposal of plastics after use. Going forward, it will implement measures in all of its business processes at manufacturing plants and offices, and in its products and services.

To date, LIXIL has pursued a range of measures to address the environmental issue of plastics as a part of its commitment to “Water Conservation & Environmental Sustainability,” one of its three Corporate Responsibility (CR) strategic pillars. Following today’s statement, LIXIL will devise more specific measures and set targets in coordination with its business offices and development divisions around the world, in order to maximize the effectiveness of its plastic reduction activities as a whole. Further, LIXIL will share its achievements and know-how acquired across regions and brands, to strengthen its environmental program even further, contributing to the shift to a circular economy.

“As part of LIXIL’s contribution to a circular economy, we aim to achieve net-zero CO<sub>2</sub> emissions by 2050 through the implementation of environmentally friendly business processes, and innovation in its products and services. Until now, we have implemented global measures to minimize our environmental footprint across all our operations, including the sustainable use of resources - from the procurement of materials through to the disposal of our products. The LIXIL Plastic Action Statement brings us together, strengthening our frameworks to use plastics and other resources more responsibly and through innovation. I am confident that our environmentally friendly solutions can help make better homes a reality for everyone, everywhere,” said Kinya Seto, CEO of LIXIL.

Leading the group’s commitment, GROHE, launched the Less Plastics Initiative in 2018 to switch to alternative materials in its product packaging. Until September 2020, GROHE eliminated approximately 21 million items of product packaging made from plastic; by 2021, this figure is to be significantly increased to up to 35 million. GROHE’s comprehensive approach includes product innovation such as [GROHE Blue](#), which delivers chilled and two types of sparkling water directly out of the kitchen faucet, helping to reduce the use of plastic bottles. It is also a partner of the [Pacific Garbage Screening](#) (PGS) project, which aims to reduce plastic waste in natural water sources.

Ahead of its global expansion last year, INAX designed a package mostly made from paper for its Aqua POWER Showerhead<sup>1</sup> which significantly contributed to the reduction of plastic.

Also, as a part of this year's "LIXIL Community Day," a company-wide program launched in 2017 in which employees around the world participate in various activities to contribute to communities, LIXIL has joined the "mymizu" challenge. In cooperation with the NPO [Social Innovation Japan](#), approximately 2,500 employees in Japan and overseas are participating in this project by refilling their reusable water bottles at free refill spots and recording the number of times they have refilled in the mymizu app. Aimed to reduce the use of plastic consumption within the organization, this project has saved more than 25,000<sup>2</sup> of PET bottles.

LIXIL will continue to pursue sustainable use of plastics among other resources through designing products and services that contribute to the realization of a circular economy.

Attachment: "[LIXIL Plastic Action Statement](#)"

#### Notes

1. Not available for retail in Japan.
2. Results during the period of October 1 to October 26.

Learn more about LIXIL's CR Commitments, [here](#).

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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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