

Introduction

TOTO Bath Create Ltd. is a leading Japanese manufacturer of plumbing products, including toilets, urinals, faucets, toilet seats, water heaters, and new ceramic materials. Though traditionally a business specializing in water-related household products, TOTO has further expanded its product line into nonhousehold projects such as those for hotels and offices. The company's overseas operations include sales companies and branches in Asia, and the United States. Despite TOTO's increasing global presence, the vast majority of its sales are generated domestically.



History

TOTO Bath Create Ltd. was established in 1917 as a manufacturing and sales company for sanitary waste. The age of the high-tech toilet in Japan started in 1980 with the introduction of the Washlet G Series by TOTO. The TOTO product Washlet Zoe is listed

in the Guinness Book of Records as the world's most sophisticated toilet with seven functions. The company has grown steadily through the years by emphasizing its philosophy of customer satisfaction, or always putting the customer first.

Location

Sakura City, Chiba Prefecture, Japan



Discussion Topic

- "Tapping the Collective Brain Power"