



American Standard

Raising The Standard

PART OF **LIXIL**

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HygieneClean
SYSTEM

No dirt. No stains. No bacteria. No worries.

*American
Standard*



IN CONVERSATION WITH
Satoshi Konagai
CEO - LIXIL Water Technology (LWT)
Asia Pacific

LIXIL is a maker of pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. It is a \$16 bn organization, headquartered out of Tokyo, with global operations across the Americas, Asia Pacific, Greater China, Europe, and Africa. In a conversation, Satoshi Konagai delves deeper into LIXIL's outlook, innovation and trends which will transform the way people view HYGIENE.

Will COVID-19 permanently change the way the world will look at hygiene?

COVID-19 has significantly altered the course of the world as we knew it. As we learn to accept this 'new normal', we must learn to maintain high standards of hygiene. I believe that consumers will now pay more attention to their personal hygiene which will surge the overall demand for products and technologies like touchless faucets, Shower toilets, IOT enabled solutions. In fact, 'Hygiene' will be an indispensable part of the spaces we live in. It will be a lucrative attraction for tenants, increasing the overall value of the properties which offer these solutions.

How will this change the way that LIXIL is looking at product innovation and development?

Innovation and Consumer Centricity have always been at the core of every offering at LIXIL. We observe and gather consumer insights to understand even their unarticulated needs. We always ask ourselves how can we make things better to add more value to the customer. Therefore, our strength lies in being ahead of the curve in Innovation. Being a global organization also gives us an edge over others, as we can utilize the best of talent and technology in R&D, Design and Marketing from across the world. We are proud to offer products which cater to Hygiene and Sustainability needs for consumers across all lifestyles, through our Water Technology products from our power brands - American Standard, GROHE and INAX.

How can we transform our bathroom experience with innovation and technology?

Bathrooms have evolved beyond functionality. They are now a place of rejuvenation for our body and soul, providing practical and emotional benefits. Technology is an important aspect which not only brings better designs but also optimum hygiene, enhanced comfort and convenience. This has led to a growing popularity for intuitive products, which provide an immersive experience to the users.



American Standard SupaSleek collection with HygieneClean technologies that make bathrooms safer and cleaner for everyone.

Could you share some insights on American Standard's focus on the hygiene issue in bathrooms?

American Standard is known for its legacy of over 140 years of quality and innovation in delivering dependable bathroom solutions that combine thoughtful designs and innovative technologies. We have been redefining the standards of health, safety, responsibility and beauty through solutions that are the ultimate combination of comfort and performance. Being careless about bathroom hygiene can prove to be hazardous to health. To overcome the common hygiene challenges in a bathroom, American Standard has introduced HygieneClean system - a technology that offers powerful flushing, anti-stain and anti-bacterial technologies.

HygieneClean
SYSTEM

No dirt. No stains. No bacteria. No worries.



SIPHONMAX
A dynamic vacuum mechanism with side water jets for a powerful swirl, and a lower jet to remove heavy and light waste completely.



DOUBLE VORTEX
Maximum flushing performance, minimum water usage.



AQUA CERAMIC
Super hydrophilic technology prevents dirt and dark ring stains from sticking to ceramic surface.



COMFORTCLEAN
Effectively kills E. coli bacteria according to tests done with IMSL.



POWER RIM
Combined with our advanced flushing technology, this rim design eliminates hard-to-reach surfaces for an effective removal of dirt and stains.



HYGIENE RIM
Truly rimless, cleaned in just one swipe.

DEADLY E.COLI CAN LIVE IN THE BATHROOM FOR DAYS.
SPEND TOILET TIME IN PEACE.

With a proven triple combination of powerful flushing, special rim designs and cutting-edge anti-microbial surface coatings, American Standard's HygieneClean technology gives you complete peace of mind.

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