

INAX unveils innovative products and designs at Kitchen & Bath China 2019

INAX is a 100-year-old Japanese brand that manufactures innovative bathroom products and artistic tiles. Embracing Japanese heritage and tradition, INAX unveils two new collections at Kitchen & Bath China 2019 - Asia's leading kitchen and bathroom trade show - in Shanghai (27 – 30 May 2019).

The new collections reflect its Japanese heritage and values with “The Rituals of Water” at its purest form, while drawing inspiration from Japanese beauty and techniques.

The Rituals of Water

Japan is a land blessed with water. Its waterscapes, from the white north to the green and blue south, are vast and deep. And for the people of Japan, too, water is at the heart of their culture. For a long time, the people of Japan have used water to purify themselves physically and spiritually, from cleansing their hands and mouths before entering shrines and temples, to taking baths at the end of the day to wash away fatigue and prepare for the day ahead – renewed and revitalized.

See Japan's Rituals of Water come to life in INAX's new line of designs. The exhibition will include displays of INAX's new bathroom designs and upcoming product lines, from baths to toilets, wash basins, faucets and decorative yet functional tiles.



A country blessed with an abundance of water, Japan

New Collections which Embody “The Rituals of Water” of Japan

INAX will present two new bathroom collections, S600 LINE and S400 LINE, which were launched globally at Milan Design Week 2019. INAX's signature elements are three simple symbols – Squoval, Tension, and Volcano, which create a recognizable aesthetic code and form a visual design DNA, enabling people to tell it is an INAX product from its look and feel. S600 LINE and S400 LINE reflect INAX design values (Essence, sophistication, thoughtfulness) & signature elements and

also perfectly embody “The Rituals of Water”.

Japanese architectural practices have created spaces of unparalleled beauty through the masterful use of the light and shadows. Mystical rays of light penetrate through small windows, forming different shades and shadows on the floor, walls, and products. This creates a sense of serenity, of utter relaxation an unembellished yet thoroughly elegant space. Only by carefully designing the use of light can the combination of architecture and products, from tiles to toilets, create such an atmosphere. The S400 LINE by INAX introduces this feature to your bathroom space allowing you to recharge and spend a moment of reflection.



S400 LINE

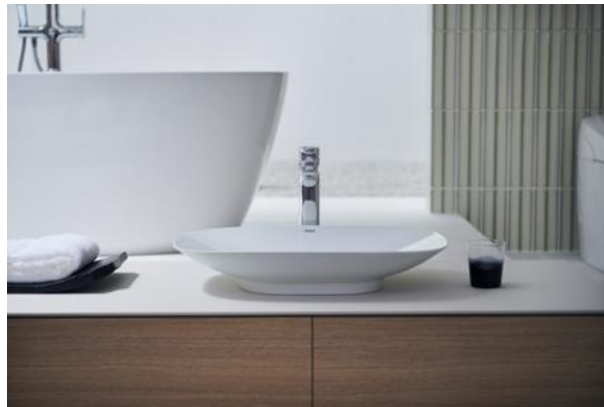
In Japan, skillfully utilizing limited space and creating a beautiful world within has become a coveted art. The S600 LINE by INAX presents the ultimate combination of traditional Japanese design with modern sensibilities and innovation. Through intelligently arranged products that look like pieces of art, subtly embedded with the spirit of Japanese hospitality, the bathroom space arranged with S600 LINE products helps bring about a deeper level of relaxation and vitality. Enjoy a tranquil moment in the luxurious comfort of your S600 LINE bathroom, and rejuvenate every day with the Japanese rituals of water.



S600 LINE

Two flagship products of the S600 LINE—the ultra-thin basin CERAFINE™ and the shower toilet SATIS G embody the fusion of INAX's innovative technology and modern design.

Delicately designed with super-thin edges, CERAFINE™'s beautiful wash basins have a refined look and feel. The modern design adopts gentle curves that resemble a Torii gate or a shrine or a blade of a Japanese sword. This simple curved line called "Sari" not only represents a strength and functionality but also embodies Japanese spirit and sensibilities such as serenity and quality.



CERAFINE™

The INAX SATIS G shower toilet comes with an array of innovations and technologies such as AQUA CERAMIC, air shield deodorizer, Plasmacluster® Anti-bacteria, that enhance the comfort of bathrooms.



SATIS G Shower Toilet

INAX has also made great efforts in the design of the KBC booth in order to better convey the beauty of Japanese bathroom space. The elegant and clean display colors and the simple, smooth lines of the collection are complemented by a variety of Japanese elements such as tatami and a split shop curtain that highlight the world of Japan.

During the exhibition, LIXIL Group and INAX brand executives will also visit the booth to share their unique insights into INAX design value and trends in the sanitary ware industry.

INAX invites you to experience the industry's leading bathroom design, taste the quiet and ethereal Japanese space, and experience the simple and natural, healing body and mind of the new bathroom world!

Venue of KBC : Shanghai New International Expo Centre

Time : 27-30 May 2019

INAX Booth : E2C03

INAX 伊奈

INVITATION

Kitchen & Bath China 2019
2019中国国际厨卫卫浴设施展览会

尊敬的先生/女士
欢迎莅临INAX伊奈中国展位




2019年5月27日-5月30日
上海新国际博览中心 (浦东新区龙阳路2346号)

THE RITUALS OF WATER
TRANSFORM EVERYDAY LIFE
水净身心 浴透人生

INAX
PART OF LIXIL

WELCOME TO INAX

About INAX

INAX is a Japanese brand that manufactures innovative sanitary ware and artistic ceramic tiles. The history of INAX can be traced back over 100 years when our forefathers worked on producing the tiles for the second main building of the Imperial Hotel designed by the architect Frank Lloyd Wright. By determining the properties of clay and the impact of fire, through numerous trials, we succeeded in the large-scale production of decorative tiles, which became the foundation of INAX. Since then, we have continuously pursued to deliver products for new and better living, engaging in challenging innovations including the first made-in-Japan shower toilet, self-powered hands-free faucet, and interior tiles that freshen the air in the room. Meanwhile, we cultivated our skills to produce tiles that offer sophisticated expressions through delicate coloring and texture, gaining inspirations from Japanese tradition, culture, and the seasonal changes of nature. INAX creates beautiful, innovative bathrooms from Japan that make everyday life easier, healthier and more enjoyable, enabling everyone to live well.

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