

October 16, 2024
Denka Company Limited
Denka Astec Co., Ltd.

Denka Astec's Rainwater Tank PURE EDEN Received the Good Design Award 2024
– From Discarded Stormwater to Utilized Rainwater –

Denka Astec Co., Ltd. (Head office: Minato-ku, Tokyo; President: Kazuyuki Goto), a consolidated subsidiary of Denka Company Limited (Head office: Chuo-ku, Tokyo; Representative Director, President: Toshio Imai), has received the Good Design Award 2024 for its rainwater tank for toilet flushing water, PURE EDEN.

PURE EDEN was developed through joint research with Professor Toshihiro Kasai of Fukui University of Technology, a leading researcher in the field of rainwater utilization. This rainwater tank can be used as a water resource on a daily basis, and can also be used as usual for flushing toilets in the event of a disaster. From November 1 (Fri.), the latest Good Design Award-winning designs will be introduced at the Good Design Exhibition 2024 gathering of the latest good designs, to be held at Tokyo Midtown (Minato-ku, Tokyo).



PURE EDEN, jointly developed with Professor Kasai of Fukui University of Technology

The Denka Group ranks the mitigation of the impact from natural disasters in the infrastructure field as one of the policies to work on in the Management Plan “Mission 2030.” We will accelerate the new solutions that contribute to the realization of people’s safe, secure, and comfortable daily lives, and further strengthen our efforts to realize a sustainable society.

PURE EDEN Rainwater Tank for Flushing Toilets

A rainwater tank for flushing toilets that can store 100 liters of water while circulating rainwater.

Features: •Thin and compact. It has a stylish square design that does not spoil the view.

- Rainwater in the tank is constantly replaced by the water circulation function to maintain clean water quality.
- Since the potential energy from the 2nd floor is used to send water to the toilet, it can be used even in the event of a power failure.

Co-Developer: Toshihiro Kasai, Professor, Department of Applied Chemistry and Food Science, Faculty of Environmental Studies, Fukui University of Technology

Designer: Masaki Matsumoto, m-Do co.,ltd.

Evaluation Comment from the Good Design Award Judges

The problem of the dam water storage rate due to insufficient rainfall and calls for water conservation from local governments are heard almost every year. It is clear that raising awareness of these problems is important, and portable toilets have been proven to be highly effective when the water supply is cut off during emergencies and disasters. It is a meaningful product as a piece of housing equipment, not only in terms of the function of the product itself, but also in terms of promoting crisis management awareness. It has a good, simple design with no waste, and we can expect to see colors developed to match the exterior walls of the houses.

About the Good Design Award

It is an activity to evaluate and promote Japan's representative designs, succeeding the Good Design Product Selection System established in 1957. As a global design award with the participation of many domestic and international companies and organizations, it is held annually with the aim of improving the quality of life and utilizing design to solve social issues and themes.

The "G" mark, the symbol of the award, is widely recognized as a symbol of superior design.

<https://www.g-mark.org>



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