ToiletKing Expands Kohler Bidet Lineup as Bidets Become More Mainstream in American Homes

Four-model lineup gives area homeowners professionally installed bidet options across a range of features, needs, and budgets



ToiletKing Logo

ASHBURN, VA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- ToiletKing, a full-service toilet replacement and bidet installation specialist serving Northern Virginia, Washington, D.C., and surrounding Maryland communities, today announced an expanded lineup of KOHLER bidet solutions, giving homeowners more choices for adding the comfort, hygiene, and convenience of a bidet at a range of price points.

The expansion comes as interest in bidets continues to grow among U.S. consumers. According to Bio Bidet by Bemis' fifth annual U.S. consumer bidet use survey:

- 42% of Americans who have never used a bidet are interested in trying one
- 75% of non-owners believe an at-home bidet would be beneficial.
- 36% plan to add a bidet to their bathroom in the future.

> Once people experience a bidet, they tend to become pretty passionate about it, and wish they had made the upgrade sooner."
>
> *Kari Ritacco, Chief Product Procurement Officer, ToiletKing*

For those who have already made the switch, satisfaction is high:

- 97% of bidet owners surveyed said they are satisfied with their purchase.
- 82% said a bidet has benefited their lives.

"Once people experience a bidet, they tend to become pretty passionate about it, and wish they made the upgrade sooner," said Kari Ritacco, Co-Founder and Chief Product Curator at ToiletKing. "But for people who haven't

made the switch, there can still be a lot of questions such as what kind to buy, what features are worth paying for, and whether it will work with their existing toilet. We expanded our Kohler lineup so homeowners can choose a toilet and a bidet combination that will work seamlessly together and that fits their needs, preferences, and budget, and have it professionally installed."



KOHLER PureWash® E590 Bidet



KOHLER PureWash E750 Bidet

FROM SIMPLE CLEANSING TO A PREMIUM BATHROOM EXPERIENCE
ToiletKing's expanded Kohler offering includes four bidet options spanning non-electric and electric models, allowing homeowners to choose the level of technology, comfort, and price point that best fits their needs.

The lineup includes:
- KOHLER PureWash M250— A non-electric bidet seat that delivers cleansing using household water pressure and requires no electrical outlet, providing an approachable and affordable way for homeowners to add bidet functionality.
- KOHLER PureWash E590 — An electric elongated bidet seat featuring front and rear warm-water cleansing, adjustable water temperature and pressure, oscillating and pulsating spray, a heated seat, warm-air dryer, automatic deodorization, UV wand cleaning and an LED nightlight.
- KOHLER PureWash E820 — A premium electric bidet seat combining warm-water cleansing, adjustable temperature and pressure, heated seating, warm-air drying, carbon-filter deodorization, UV wand cleaning and programmable user presets for a personalized experience.
- KOHLER PureWash E750 — A premium electric bidet seat featuring an in-line water heater, adjustable front and rear cleansing, heated seating, warm-air drying, odor control and a touchscreen remote with programmable user presets.

The expanded selection is designed not only for homeowners looking to upgrade their everyday bathroom experience, but also for households considering aging-in-place improvements, caregivers assisting family members, individuals with mobility limitations, and those who may benefit from greater independence following surgery or during recovery.

TAKING THE GUESSWORK OUT OF BUYING A BIDET

Growing interest doesn't necessarily mean consumers know where to start. The 2026 Bio Bidet by Bemis survey found that 27% of respondents have concerns about bidet installation, while 20% said they aren't sure how bidets work. That uncertainty is one of the issues ToiletKing's service model is designed to address.

"People can spend hours comparing bidets online and still not know which one they should buy," Ritacco said. "Our approach is different. We offer toilet and bidet combinations that will work, letting them choose the appropriate level of features for their needs and budget, and then professionally install it for them. The goal is to make upgrading to a bidet straightforward, accessible, and affordable."

Electric KOHLER bidet seats require access to an appropriate GFCI-protected electrical circuit within three feet of the toilet, while the non-electric PureWash M250 provides an alternative for bathrooms without convenient electrical access or for homeowners who prefer a simpler solution.

The expanded Kohler bidet offering is part of ToiletKing's broader approach to making toilet replacement and bidet installation easier and more affordable for homeowners. ToiletKing provides a curated selection of toilets and bidets at multiple price points, along with delivery, professional installation, and haul-away of the existing toilet for one upfront price.

ABOUT TOILETKING

ToiletKing is a toilet replacement and bidet installation specialist serving homeowners throughout Northern Virginia, Washington, D.C., and surrounding Maryland communities. ToiletKing offers a curated selection of affordable toilets and bidets from leading brands including TOTO, Kohler, and American Standard, with options for a range of needs, preferences, and budgets. Its convenient service includes product selection, delivery, professional installation, and haul-away of the existing toilet.

From reliable, budget-friendly replacements to premium toilets, bidets and solutions for aging in place and mobility needs, ToiletKing makes it easier and more affordable for homeowners to find the right fit for their home without the hassle and guesswork of doing it themselves.

For more information, visit ToiletKing.com.

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