

## Making a splash: Lecico Bathroom's MD talks new product ranges and water conservation

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*In this guest writer piece [Lecico Bathrooms](#)' Managing Director Antony Thompson discusses the company's new product range, its exclusive partnership with REPEAT Materials, the importance of water conservation and how great customer service creates value.*

As Managing Director at Lecico Bathrooms my role is to provide the tools and resources to enable our team of very experienced and enthusiastic people to develop and deliver our long-term strategy for the business.

The cornerstone of our business is our great people. Whether you're selling, specifying, or fitting bathrooms, our customers want a manufacturer that offers more than just a great deal, they want great products, from people who are great to work with.

Despite the challenging period we have recently faced, years of strong growth have seen us consistently outperform the market. Affordability has contributed to restricting growth in the UK housing market for both new housing and refurbishments. But this has not been a surprise. We are hopeful that the second half of 2024 will see a return to more normalised market conditions.

When faced with economic challenges purchasing behaviour changes. Thankfully we are trusted by merchants, retailers, specifiers, installers, and homeowners to produce stylish, reliable, and innovative bathroom solutions that offer unbeatable value for money.

The passion and commitment of our team helps us deliver our vision. This has made us one of the UK's

favourite bathroom brands and 2024 is an exciting year for us. We have undertaken a brand strategy review which involved an extensive exploration of who we are. The outcome is the creation of an exciting new brand identity which we launched at the Installer Show in June.

Recycle-use-repeat

Sustainability is an integral part of operations and product development at Lecico Bathrooms.

We know that water is a unique and limited resource. We're committed to water conservation, continuously pursuing innovation, and the development of cutting-edge bathroom products. Lecico Bathrooms product development and technical roadmaps contain many innovations and initiatives to support the conservation of water.

We are proud of our exclusive partnership with REPEAT Materials whose innovative products are made from recycled PET (plastic bottles). REPEAT Materials bathroom products are renowned for strength and durability and are also sustainable. We're committed to developing environmentally friendly products you can trust.

REPEAT Materials® recycle plastic waste into high performance building materials. The innovative range of products available from Lecico includes shower trays, shower panels, shower walls and floors, all of which are made from recycled PET. REPEAT Materials® product range delivers a robust, tough, and waterproof material renowned for its strength and durability.

All panels are 100% circular, with transparent sustainability data. Every layer is made from PET with no metals, glass-fibres, or wood. This means that the complex and costly process of separating and sorting can be eliminated from recycling. Damaged panels, cut-offs and even milling dust can be recycled, delivering a fully circular solution.

The benefits of REPEAT Materials products include:

- Reduced installation costs
- Simple customisation
- Easy handling as the products are lightweight
- The ranges are also strong, waterproof, lightweight, and dimensionally stable meaning they are anti-vandal and impact resistant.

REPEAT Materials® proudly holds an Environmental Product Declaration (EPD) to back its green credentials. The EPD gives credible insights into the sustainability of our products. It's the result of rigorous life cycle assessments (LCA) conducted by independent experts, ensuring you can rely on the environmental claims we make.

In partnership with REPEAT Materials we aim to transform the outdated "take-make-use-dispose" nature of construction materials usage and transform this into a journey of "recycle-use-repeat."

In addition to our sustainable product ranges, we are also a Carbon Neutral Company, accredited by THG ECO - independent sustainability assessors.

Low flush WCs- Powered by Quantum® Technology

Our drive to develop and evolve our range of solutions for a more sustainable future provides additional meaning to the work we do. Our technical innovations and partnerships have seen us launch award winning and groundbreaking new sustainable bathroom solutions that will contribute to tackling climate change and manage our scarce water supply more effectively in the future.

One of the more interesting new innovations being launched at the Installer Show is another exclusive to Lecico Bathrooms. We are bringing to market a range of leak free syphon technology, low flush WCs – Powered by Quantum® Technology from Thomas Dudley.

Leaking toilets can waste between 215 and 400 litres of clean drinking water on average every day. Between 5 and 8% of toilets in the UK are leaking, mostly dual flush toilets. A principal cause of a leaking toilet is a faulty button operated flush valve. Syphons cannot leak when they fail, however syphons traditionally use lever control which is seen as outdated.

The solution is a syphon operated cistern, actuated with a push button, a product that has no joint beneath the waterline, that lifts water up.

Quantum® Technology delivers a leak free syphon, and a low flush (4L), which is operated using a push button. Our range of Quantum® Technology WCs are available to view on our stand at the Installer Show.

#### Stylish bathroom solutions

The Design Series from Lecico Bathrooms consists of families of bathroom solutions to suit all tastes and budgets, from contemporary to classic. As well as ceramics, this series offers high quality pre-built furniture, brassware, baths, and shower trays and enclosures for any design conscious installation of bathroom products – at an affordable price.

New to Design Series in 2024 is Layla short projection furniture in beautiful colours including Ice Blue and Leaf Green. In addition, we are launching a new range called Shani which boasts a wide range of square and round designs and comfort height WC's. We are also complementing our existing Zara range with a new range of round sanitaryware. Together this increases style and design options in our Design Series range, and we very much look forward to showcasing the new products at the Installer Show.

#### Product and service excellence

Many brands talk about value, but few deliver it like Lecico Bathrooms. And when we say value, we mean so much more than a very attractive price. We mean quality, design, water efficiency, reliability, service, warranty, support... all the things you actually buy when you think you're just buying a product.

Our culture is what sets us apart, every single person working for Lecico Bathrooms has a clear purpose – to deliver the best possible products and service to our customers. That remains our consistent goal, not just for 2024, but into the future.

For more information on Lecico Bathrooms visit [www.lecico.co.uk](http://www.lecico.co.uk)