

# Lecico

quality bathroom solutions



**COMFORT ROUND**

PUSH BUTTON CC WC



COMPANY PROFILE 2021



# 2021



**MADISON**  
WALL HUNG WC



# WHO IS LECICO SOUTH AFRICA?

Lecico's involvement in the South African market can be traced back to 1998, as part of one of the largest sanitaryware producers in the world, as well as a significant ceramic tile producer to the Middle Eastern & African markets.

With three factories on the outskirts of Alexandria in Egypt, Lecico employs more than 6000 people, with a capacity to produce over 6.2 million pieces per annum.

Our range of internationally certified sanitaryware products are sold under both the Lecico brand, as well as other internationally recognised brands.



LECICO EMPLOYS MORE THAN

**6000**  
PEOPLE,

WITH A CAPACITY TO PRODUCE OVER

**6.2 MILLION**  
PIECES PER ANNUM

AND

**24.8 MILLION**  
SQUARE METRES OF TILES

# VISION

As leaders in the African sanitaryware industry, to be a company that serves our customers and treats all our people and partners with loyalty, professionalism, care and excellence.

To be an internationally recognised brand that is acknowledged for our superlative quality standards.



**KEI** COUNTER TOP BASIN

# MISSION

To ensure that our customers become loyal advocates of the brand by always being committed to the highest standards of customer service, integrity and professionalism.

To harness the excellence of our people, and to be supportive of them and their families by offering opportunities for advancement and development.



# PHILOSOPHY

THROUGH MANAGING OUR  
CUSTOMERS' EXPERIENCE,  
WE ENSURE THAT EVERY  
CUSTOMER BECOMES A  
LOYAL ADVOCATE OF  
THE BRAND





**MALAGA**

WITH VIENO BASIN

**LecicoSA**  
- *we make life  
beautiful...  
easily and  
reliably.*

LecicoSA is the industry-leading bathroom solutions company favoured & selected for the following sanitary ware project industries:

MEDICAL | AAA OFFICE | RESIDENTIAL  
SCHOOL | CONTRACTORS  
COMMERCIAL | WAREHOUSE

## WHO WE ARE AND WHO WE SERVE

LecicoSA is one of the largest importers of sanitary ware ceramics into South Africa and Africa over the last twenty years. Founded in 1959, Lecico is a public company, quoted on the Cairo Stock Exchange. What sets Lecico apart in a crowded world market place is product quality, innovation and competitive pricing.

We offer a variety of designs (to suit absolutely any bathroom) developed in conjunction with leading partners from around the globe. We achieve and maintain seamless customer delight. LecicoSA is proud to be the sole distributor of these quality products in Southern Africa, and our quality products can be found in all leading retailers and merchants throughout South Africa.



## AVENSIS

WALL HUNG WC  
AND BIDET

## ACCREDITATIONS

Lecico has three factories in Egypt, and our products are internationally certified and conform to international quality standards [ISO 9001, ISO 14001, and ISO 18001]. We pride ourselves on supplying quality products that adhere to international quality standards.



# COMPANY SKILLS

Lecico prides itself on its **reliability** by;

## #alwaysinstock

Ensuring that we have systems in place to continually ensure we maintain sufficient stock levels to meet demand.

## #wedeliverrightfirsttime

Through improved control systems, our warehouse focuses not only on speed to market, but its accuracy in delivering right, first time.

## #wetakeprideinthequalityofproduct

As one of the largest importers of sanitaryware products in South Africa, we pride ourselves in our competitive pricing and strive to offer our customers an experience that ensures they become loyal advocates for the brand.

# SPECIFICATIONS

LecicoSA is the preferred choice for architects, interior designers, contractors and quantity surveyors. We save these professionals time on specifications by providing super-easy access to valuable information, expert advice, and detailed technical specs in a variety of formats. All of our products have technical data sheets, CAD and Revit drawings available for quick and simple download.

Our objective is to ensure easy access to valuable information, through our SpecEasy portal and our website by providing the opportunity to both Architects & End Users the ability to identify suitably designed products, with relevant dimension information and indicatory pricing at a click of a button.



**8** PRODUCT  
CLUSTERS



EACH PRODUCT HAS A  
**TECHNICAL  
DATA SHEET**



**CAD & REVIT  
DRAWINGS**  
INCLUDED



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**SpecEasy**  
SPECIFICATION PRODUCT GUIDE

Select a product range below



AAA OFFICE



CLASSIC



CONTRACTOR



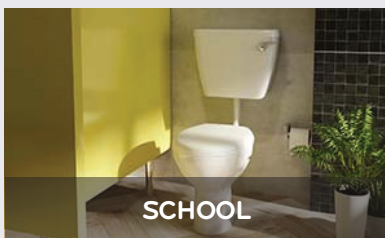
DISABLED/HOSPITAL



ELEGANCE



RESIDENTIAL



SCHOOL



WAREHOUSE/OFFICE BLOCK



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**SpecEasy**  
SPECIFICATION PRODUCT GUIDE

ADD TO SPEC

**Kei counter top basin**  
**R1 193.00**



Colour White  
Material Vitreous China  
Code KEIBASCTO1500BC  
Weight 10.3Kg  
Width 500mm  
Height 120mm  
Depth 380mm

Kei counter top basin Datasheet

Kei counter top basin CAD Drawing

Kei counter top basin Revit Drawing



Only available at [www.lecicoso.co.za](http://www.lecicoso.co.za)

## THE SPEC EASY APP

The SpecEasy app is LecicoSA's very own specifications and product guide app. Quickly and easily select products based on your specific projects' needs.

Choose a product category, then select your preferred products. At the click of a button you can add the products to your very own Spec Sheet with prices and dimensions. The SpecEasy app is loved by architects, quantity surveyors, contractors and developers.

The app is beautifully designed and makes selecting products and drawing up Spec Sheets super easy. SpecEasy is LecicoSA's very own version of AutoSpec. We know that you will love it just as much as we do.



INSTANT ACCESS TO ALL THE  
INFORMATION YOU NEED FOR  
YOUR PROJECT IN ONE PLACE

<https://lecico.ndtecapps.co.za/base/www/>





## COMPANY STRUCTURE

Partially owned subsidiary  
within Lecico Egypt S.A.E.

### SHAREHOLDERS

Lecico (UK) Limited

D.K.L. Scott

### DIRECTORS

David Gater (Chairman)

Donald Scott (Managing Director)

Louay Kosber

Jacky Rossouw



## HEAD OFFICE

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