



**Case study:**  
**Lecico**

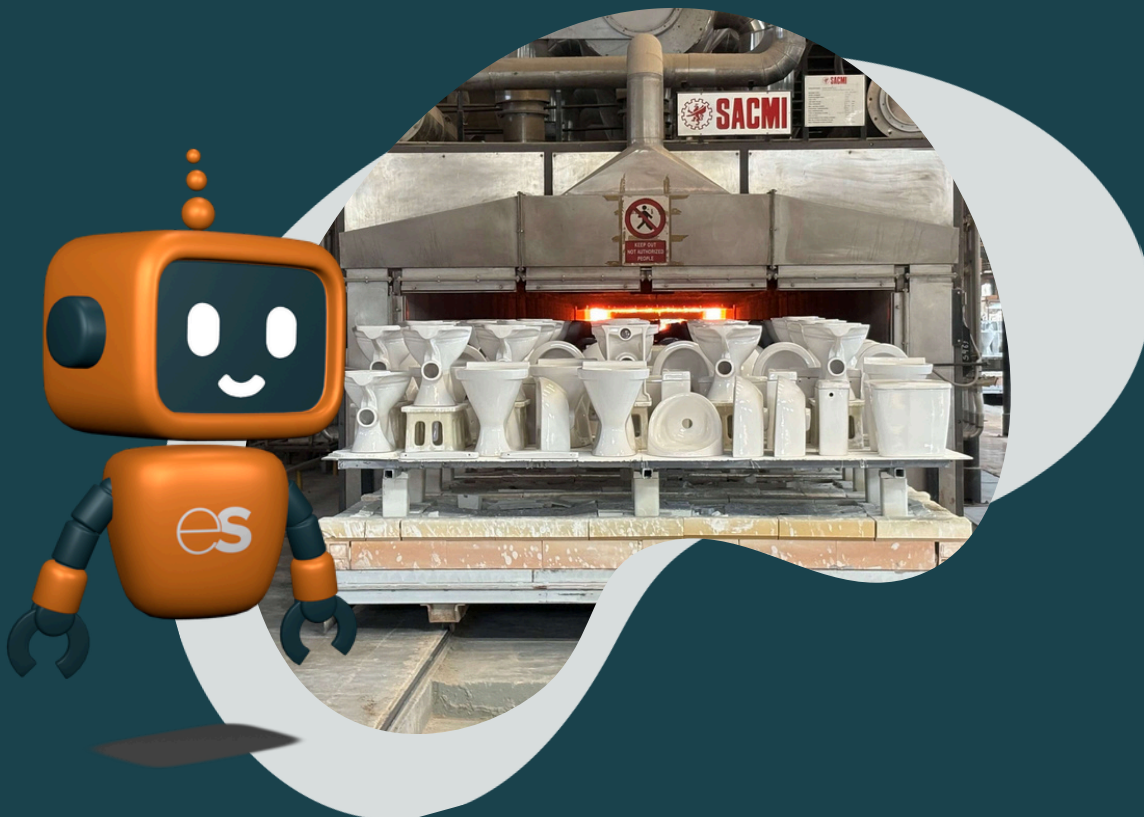
**Lecico**  
bathrooms  
*a great deal more*

# Lecico

Lecico is one of the world's largest manufacturers of sanitaryware and exports to over 50 countries from its factories in Egypt, which can produce over 6.2 million pieces of sanitaryware each year.

Lecico manufactures a range of internationally certified sanitaryware products sold under the Lecico brand, for other manufacturers, and under its own brands within the Plumbers Merchant network. They distribute these value-driven, high-quality bathroom solutions across the UK from their Bedford head office and distribution centre.

Their teams of product designers, engineers and sourcing specialists are dedicated to providing the best in value for money and quality bathroom products.





## The challenge

**Managing 3,000 SKUs from suppliers in Egypt and beyond required precision that Lecico's spreadsheet-driven process couldn't support.**

While comprehensive, the spreadsheet couldn't account for seasonality or interpret demand spikes as trends or anomalies. Inaccurate and incomplete manual forecasts focused on monthly run rates, leading to excess stock.

With limited visibility into lead times and optimal order quantities, Supply Chain and Operations Director John Brooks was concerned about business continuity should team members leave or move on to other roles within the business or beyond. The purchasing team needed a strategic, stable, future-proof way to manage inventory with confidence, even if the team changed.

**The solution**



## The solution

**John was introduced to EazyStock at a Bathroom Association event and immediately saw potential.**

EazyStock stood out with its affordable, comprehensive functionality. Supply Chain Manager Mahmoud Koraitam was impressed by its simple, effective dashboard that masked complex calculations and powerful analytics.

*“The graphs and figures would make it easy to share with the leadership team without needing me to add more detail.”*

The easy onboarding without complicated system overhauls was key for John.

***“Our business isn’t that complicated. While price was important, usability was crucial.”***

As well as providing business continuity, the team wanted a solution that could:

- Optimise ordering
- Improve visibility of lead times, order quantities
- Reduce excess stock levels
- Maintain high on-time-in-full (OTIF) performance
- Boost purchasing efficiency

EasyStock ticked every box.



## The results



# The results

Mahmoud and John have optimised their ordering processes, enhancing team efficiency and accuracy to help them achieve their objectives. Mahmoud now uses EazyStock daily to take a strategic, data-driven approach to purchasing.

Highlights include:

95%–  
100%

Consistently achieving high pick fill rates between the mid- to high-90s – 100% at some points...

32%  
£255,686

...while cutting excess stock by £255,686 – a 32% reduction

- **Clean, accurate data** delivering precise recommended orders.
- **Dynamic lead times** that reflect real supplier behaviour.
- **Proactive alerts** that stop issues before they impact customers.

## Improved data accuracy and visibility

Implementing EazyStock prompted a clean-up of the inventory data previously managed in spreadsheets. The result is far cleaner, more reliable data, with outdated items removed and stronger control over item records.

Clean data provides the right inputs to EazyStock, ensuring we receive accurate outputs and orders arrive at the appropriate time. Lead time issues have been resolved as EazyStock's dynamic lead times adjust to the supplier's actual delivery times. Planning now reflects actual supplier behaviour, supporting high OTIF rates and reducing backorders.

## Better forecasts and supplier communications

EazyStock's algorithms now identify seasonality, flag outliers, and produce highly accurate forecasts and recommended orders, giving Lecico confidence in both ordering and supplier communication. The team can now share reliable demand data with suppliers, helping them plan components and production more effectively.

EazyStock's alerts allow Mahmoud and John to proactively manage potential issues before they affect customer service, as John explains:

***“EazyStock now provides alerts when items need to be ordered, which the spreadsheet couldn't do. EazyStock says, ‘You're at this stock level with 110 days' lead time, so place an order’. This helps reduce mistakes and address things before they become an issue.”***

## Simple, effective reporting

Reports have become a vital tool for sharing information across Lecico. EazyStock enables John to effortlessly produce board reports with clear graphs and visual data unavailable in spreadsheets. This saves time and gives the wider team a clearer view of inventory performance.

The risk of run-out and excess stock reports have helped Mahmoud cut waste and free up working capital, alerting him when an order includes items with excess stock so he can prevent unnecessary orders.

Mahmoud also uses reports and data to collaborate with other teams and emphasise the importance of communication.

*“If there’s a spike in demand, but that isn’t shared, it will impact stock lines. It’s helped the business to understand the role of inventory by providing an easy tool to explain things.”*

ITEM CODE	ALERTS	WAREHOUSE	UNIT COST	DEFAULT SUPPLIER NAME	LEAD TIME	ORDER STATUS	STOCK BALANCE	TOTAL STOCK DUE	LARGEST SHORTFALL	LARGEST SHORTFALL VALUE	MAX. RUN-OUT TIME	PICKS
ABC_1234	ROR LDO DTD	MAIN	£0.01	SUPPLIER 1	180 DAYS	PENDING	67,890	0	907,482	£9,900.63	168	23
DEF_1234	ROR	MAIN	£0.02	SUPPLIER 2	135 DAYS	PENDING	1.73M	0	231,792	£1,478.60	16	2404
GHI_1234	ROR	DEPOT	£4.55	SUPPLIER 1	85 DAYS	PENDING	390	0	46,742	£420.68	1	17
JKL_1234	ROR	MAIN	£0.11	SUPPLIER 3	90 DAYS	NO ORDER	-13,450	1.29M	17,007	£427.90	1	1090
MNO_1234	ROR	DEPOT	£0.32	SUPPLIER 2	7 DAYS	PENDING	-8,840	10,080	16,474	£5,192.73	70	4

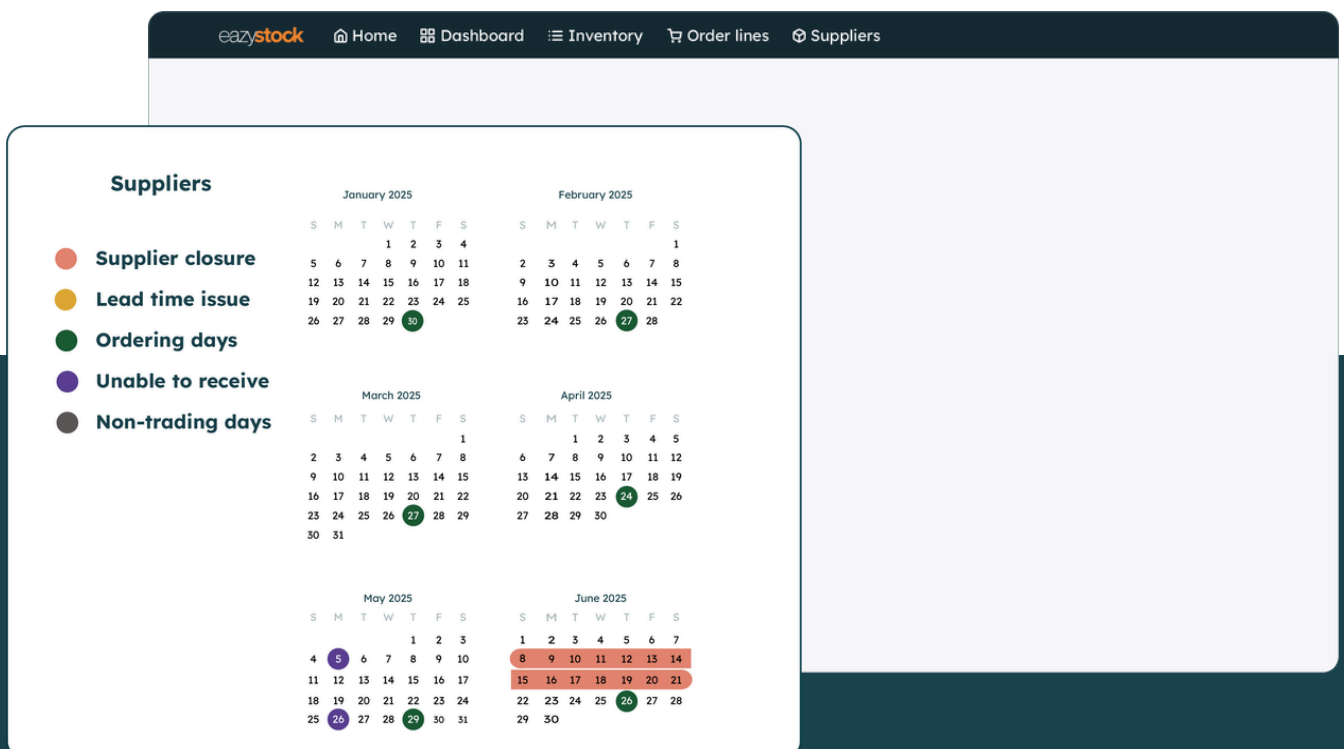
## Smarter ordering and confident decision making

Order calendars help the team plan for factory closures during Chinese New Year, Easter, or other seasonal periods. Although these dates were always in Mahmoud's mind, entering them into EazyStock guarantees that the correct order replenishment dates and quantities are set to keep supply steady.

Before EazyStock, understanding which components were used in which BOMs required tribal knowledge and years of experience. Now, it takes seconds, as John explains.

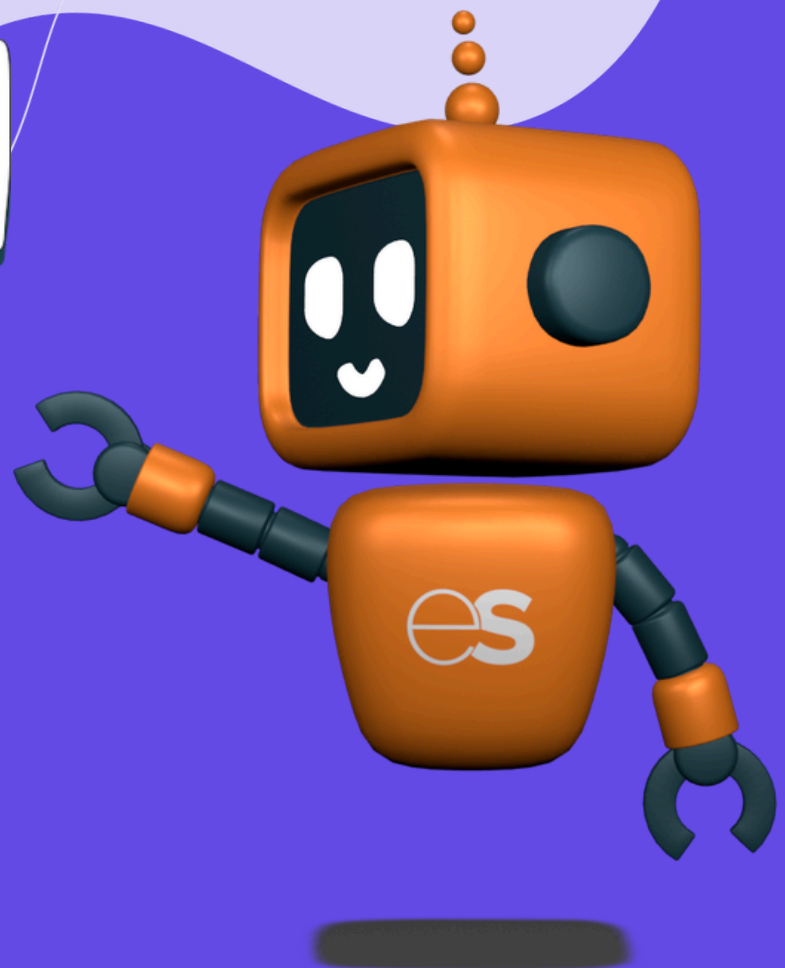
*"It was in people's heads, and something you got to know the longer you worked at the company. It's a real bonus for me that we can ask EazyStock and it knows, so that you can investigate each one. It answers a question we've never been able to answer before without doing a lot of manual work."*

Initially, Mahmoud was cautious about the accuracy of EazyStock's recommended orders and other outputs, so he compared EazyStock's data with his spreadsheet. Seeing that EazyStock was consistently correct, he now has complete trust in EazyStock's recommendations.



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**Mahmoud Koraitam**  
Supply Chain Manager



## Partnership-led onboarding and support

Lecico's confidence in EazyStock and its quick startup stemmed from an excellent partnership with EazyStock's customer success team. Senior Customer Success Manager Marek Glaszewski guided the team through setup, data cleansing and process adoptions. Now working with Senior Customer Success Manager Michelle Pederson, John has high praise for the support provided.

*"Onboarding and ongoing support have been key. EazyStock handles this very well, and the team should be proud of their efforts. We've felt supported throughout; it's one of the things that has been very, very pleasing. We don't feel that we have to fight to get some support. Michelle is always very happy to give us time and answer our questions."*

Michelle enjoys working with the committed team at Lecico to continue to improve their purchasing processes.

*"Lecico has clear objectives, and it's great to collaborate with them to help achieve them. While it may seem daunting to implement new software and let go of old methods, we support customers at every stage of the process. Automating manual processes makes purchasing easier while saving time and money."*



## A smarter, safer, more resilient Lecico

Now they have EazyStock, even with his attachment to his spreadsheet, Mahmoud wouldn't be able to revert to the old ways of working.

***“One of EazyStock’s advantages is that it has everything. It contains all the data, and it’s straightforward to add new ranges and SKUs. EazyStock doesn’t make mistakes. If it has missed something, it’s because the data was missing from our side.”***

With clean data, solid processes, and systemised intelligence, Lecico has built a supply chain that's efficient, resilient, and ready for the future. New team members can be onboarded quickly, customers receive high service levels, and the business has complete visibility into demand.



**eazystock**

**Find out more**

**To find out how EazyStock can help your  
business, get in touch.**

**Book a demo**