



Case Study: Lioncourt Homes

In a competitive marketplace, it's not only prices and products which can sway the bathroom specification between suppliers on a new housing development. Service is also a big factor, an area where Bristan excelled to win over regional housebuilder Lioncourt Homes.

Background

Lioncourt Homes is an award-winning developer, building new homes throughout the Midlands and Central England. Awarded a 5 Star Quality Award by the Home Builders Federation (HBF) for three years in succession, the Worcester-based company is focused on delivering the highest quality of workmanship, service and customer satisfaction and these are the values it expects from its suppliers too.

Matthew Underwood, Commercial Director at Lioncourt Homes said: "Trends change over time so it's important to us that we review our designs and product specifications before we start on a new development to see if we should be refreshing our offer. We wanted to try something different with the bathroom spec for our Creswell Manor development in Stafford and we had been approached by Bristan who were offering a contemporary range of brassware that offered the style and quality we were looking for."

Premium Finish

Lioncourt Homes worked closely with Bristan, who were more than happy to help the developer choose a bold new specification. They recommended Blitz basin mixers and 1-hole bath fillers for its standard homes, and the stunning Hourglass range for a premium finish in its executive properties.

The chrome-finished Blitz range features peg levers for effortless flow and temperature control, and is suitable for installations of 0.2 to 5 bar. WRAS approved, the product helps users to reduce their water wastage, and comes with a 5-year guarantee for added peace of mind for housebuilders that they are buying a product which is built to last.

Extra Mile

The Hourglass taps and bath fillers are lever taps from Bristan's designer range of fixtures and feature striking feminine curves which are stylish and modern, yet still very accessible. The hourglass taps are also WRAS approved and guaranteed for 5 years.

Matthew continued: "We really liked the products that Bristan presented and our specification manager Steph went the extra mile to ensure we found exactly what we were after for Creswell Manor, at a price point which worked for us. We knew the quality of the Bristan taps was on a par with our previous supplier, so it was really the fresh ideas, enthusiasm and great customer service that won us over in the end."

The taps have already gone into our show home and so far, our sales staff and prospective buyers seem to like what we've done with the spec. Our plumbing contractors are happy to fit them, and the installations have been very straightforward. With so much good feedback, we are now looking to replicate the specification in our prestigious new development of 116 homes in Shirley (Poppy Fields)."

Exceptional Customer Service

Steph Wright, National Accounts Manager from Bristan said: "Lioncourt Homes is a lesson for everyone in the power of customer service and going the extra mile to deliver for a client. We stand shoulder to shoulder with our competitors on the quality and design of our products, and that's when exceptional customer service can make all the difference – particularly to clients like Lioncourt Homes who value service so highly in their own offer to buyers."

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t: 0330 026 6273 e: contractenquiry@bristan.com w: thebristangroup.com