



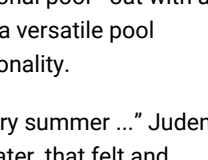
The LETO Pool Chaise | LETO

# The LETO Pool Chaise: A Sustainable Solution for Poolside Luxury

LIFESTYLE

"People don't think about pool =oats as trash—but buying a new one every year is a massive amount of waste ... "We firmly believe in the intrinsic value of timeless items that are built to last, providing a durable and sustainable alternative to mass-produced, disposable goods."

KIRBY JAY  
NOV 21, 2024



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Every year, millions of people buy large plastic pool =oats for the summer that barely make it to Labor Day before ending up in landfills. Frustrated by this cycle of waste and tired of uncomfortable, disposable in=atables, Austin, Texas couple Courtney Juden and Andrew Kerr set out to create something different.

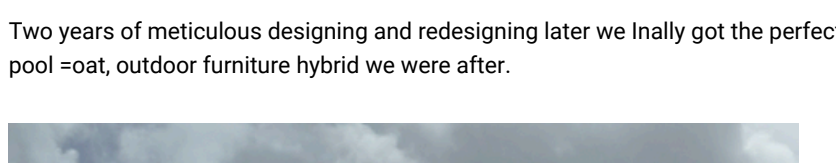
Driven by a vision to create a sustainable high-quality =oat that married the comfortability of outdoor furniture with the ease of an in=atable, the duo launched LETO, a new outdoor luxury brand that's redefining the traditional pool =oat with a multi-use lounge that's built to last. Their =agship product—a versatile pool chaise—seamlessly blends the comfort and style with functionality.

"We were tired of throwing away huge plastic pool =oats every summer ..." Juden said. "We wanted something we could use in or out of the water, that felt and looked like furniture, and would last for years. So we decided to make it ourselves!"

Meticulously designed over 2 years, LETO combined a removable cover in a sustainable outdoor fabric with a TPU—a non-toxic alternative to PVC—internal in=atable. The result is a luxury pool chaise that literally feels like outdoor furniture.

"It's so comfortable!" Kerr said. "You forget it's even a pool =oat."

In an interview with Kinute, Juden and Kerr discuss the origins of their brand, the behind-the-scenes creation of this one-of-a-kind pool =oat, and the new standard for sustainability they hope to set for outdoor products.

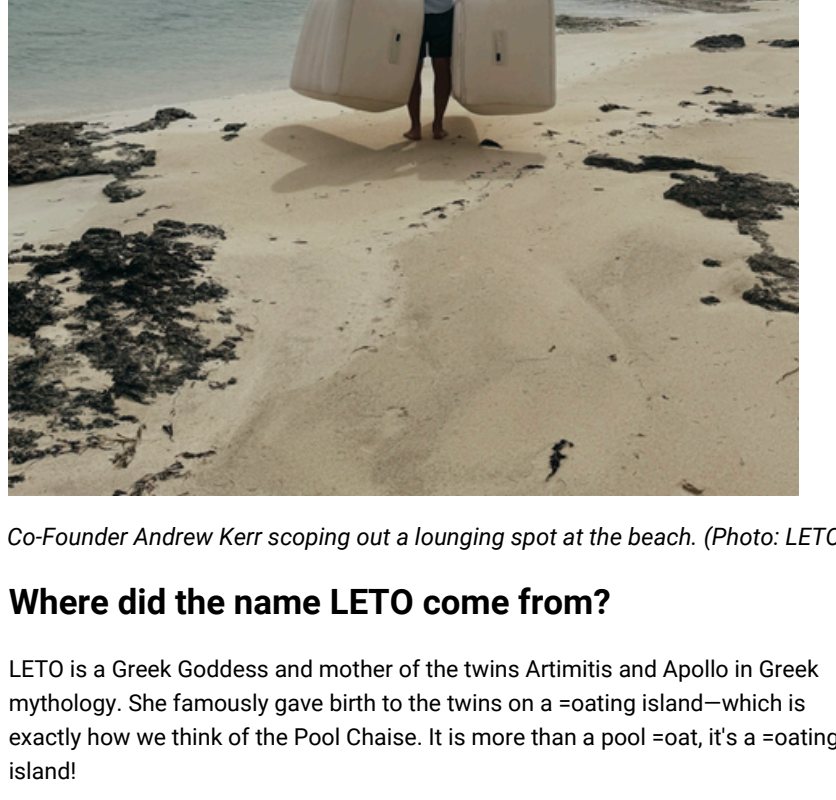


The LETO Pool Chaise comes in three designs. (Photo: LETO)

## What inspired you to launch LETO?

We couldn't recycle our old pool =oats; they got moldy or got a hole within months and they aren't even that comfortable. We wanted something we could lounge on, even nap on, in or out of the pool. Something we could use as outdoor furniture when we needed it and also lounge on in the pool, but could still be de-aired and stored away when not needed.

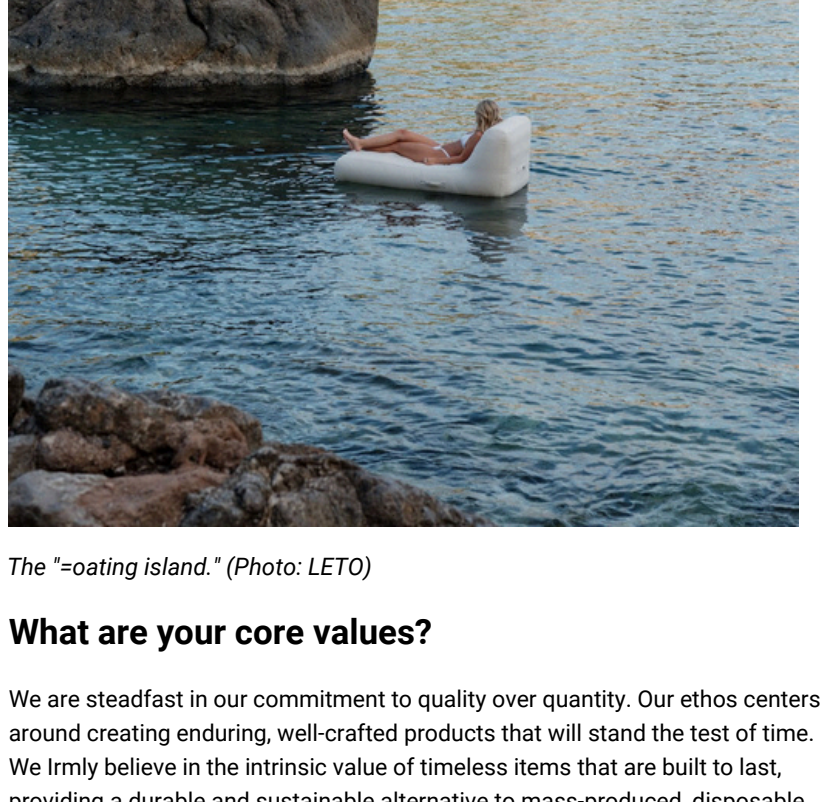
Two years of meticulous designing and redesigning later we finally got the perfect pool =oat, outdoor furniture hybrid we were after.



Co-Founder Andrew Kerr scouting out a lounging spot at the beach. (Photo: LETO)

## Where did the name LETO come from?

LETO is a Greek Goddess and mother of the twins Artemis and Apollo in Greek mythology. She famously gave birth to the twins on a =oating island—which is exactly how we think of the Pool Chaise. It is more than a pool =oat, it's a =oating island!

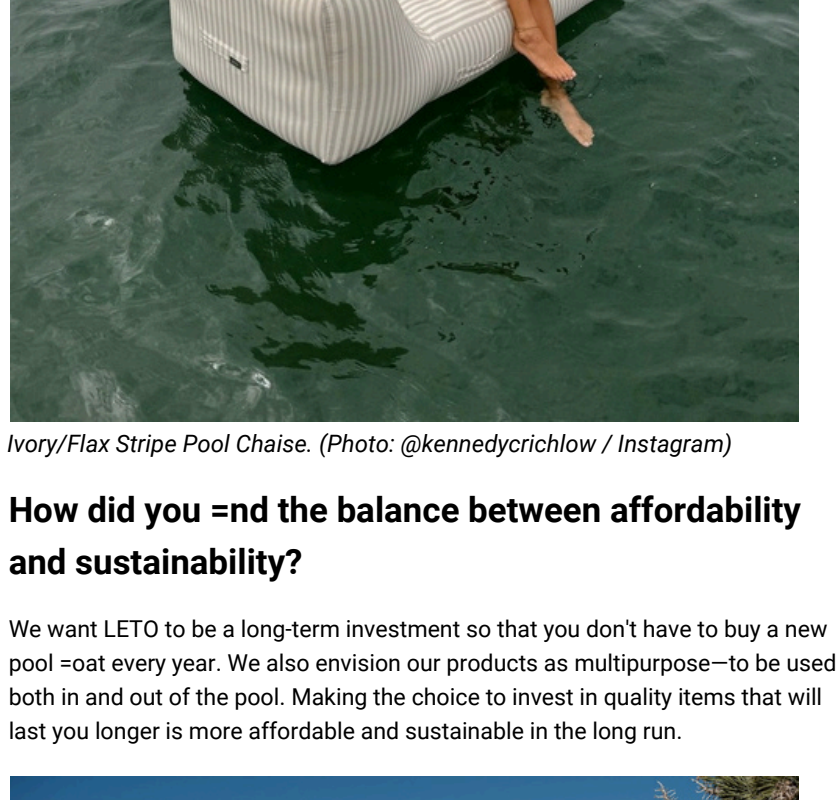


The "=oating island." (Photo: LETO)

## What are your core values?

We are steadfast in our commitment to quality over quantity. Our ethos centers around creating enduring, well-crafted products that will stand the test of time. We firmly believe in the intrinsic value of timeless items that are built to last, providing a durable and sustainable alternative to mass-produced, disposable goods.

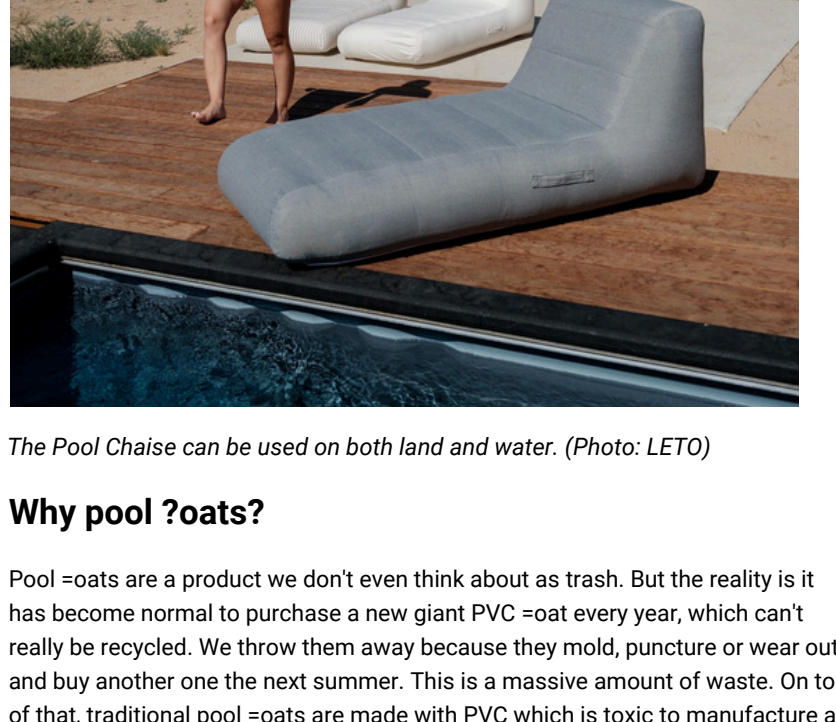
This dedication to quality is at the heart of everything we do, setting a new standard for excellence in the world of outdoor products.



Ivory/Flax Stripe Pool Chaise. (Photo: @kennedycrchow / Instagram)

## How did you =nd the balance between affordability and sustainability?

We want LETO to be a long-term investment so that you don't have to buy a new pool =oat every year. We also envision our products as multi=purpose—to be used both in and out of the pool. Making the choice to invest in quality items that will last you longer is more affordable and sustainable in the long run.

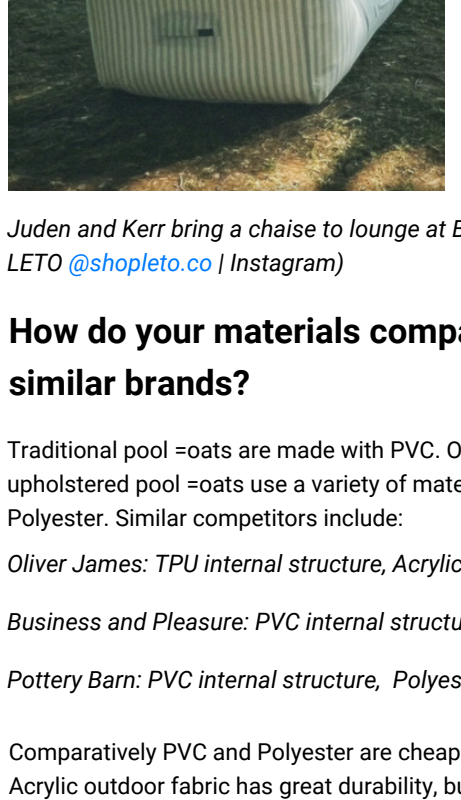


The Pool Chaise can be used on both land and water. (Photo: LETO)

## Why pool =oats?

Pool =oats are a product we don't even think about as trash. But the reality is it has become normal to purchase a new giant PVC =oat every year, which can't really be recycled. We throw them away because they mold, puncture or wear out and buy another one the next summer. This is a massive amount of waste. On top of that, traditional pool =oats are made with PVC which is toxic to manufacture as it contains plasticizers, it is toxic to our bodies, it cannot be easily recycled, and it takes centuries to break down in a landfill.

A commitment to fewer but better things, including pool =oats, ensures that we aren't throwing these things away year after year but instead invest in something that is made with quality materials not only better for us and the environment, but it will last years not months.



Juden and Kerr bring a chaise to lounge at Barton Springs Pool in Austin. (Photo: LETO @shopleto.co | Instagram)

## How do your materials compare to ones used by similar brands?

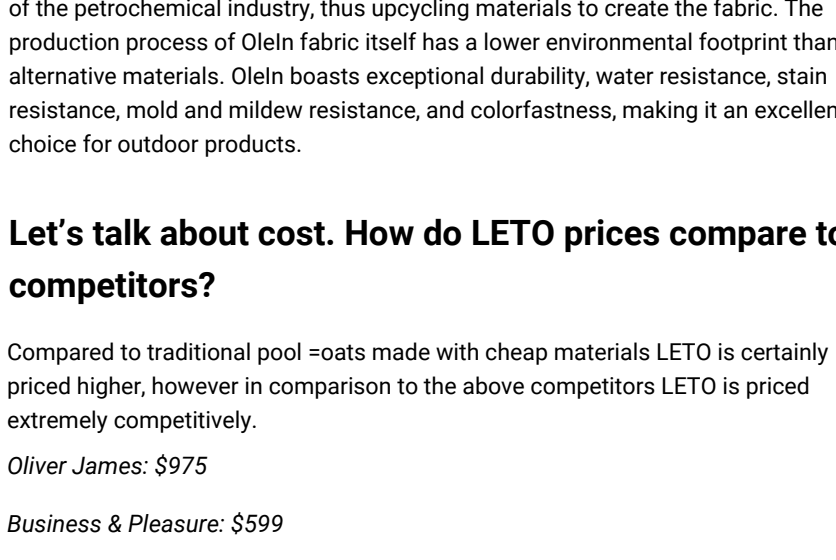
Traditional pool =oats are made with PVC. Other luxury brands making upholstered pool =oats use a variety of materials including PVC, Acrylic, TPU and Polyester. Similar competitors include:

*Oliver James: TPU internal structure, Acrylic Upholstered Cover*

*Business & Pleasure: PVC internal structure, Acrylic Upholstered Cover*

*Pottery Barn: PVC internal structure, Polyester Upholstered Cover*

Comparatively PVC and Polyester are cheap and not particularly long lasting. Acrylic outdoor fabric has great durability, but is toxic to manufacture.



The Pool Chaise has a TPU internal structure and Olefin fabric. (Photo: LETO)

## What makes TPU and Olefin so sustainable?

TPU offers significant durability advantages over the more commonly used PVC in the construction of conventional pool =oats. Moreover, TPU presents a far more environmentally responsible choice. Conventional PVC materials can take centuries to decompose in a landfill, whereas under the right conditions TPU can be biodegradable within a few years. While we anticipate the LETO Pool Chaise to last for many years to come, our commitment extends to minimizing the accumulation of harmful PVC in landfills.

Olefin stands out as a greener alternative compared to solution-dyed acrylic and other options in the outdoor fabric realm. It is crafted from an existing byproduct of the petrochemical industry, thus upcycling materials to create the fabric. The production process of Olefin fabric itself has a lower environmental footprint than alternative materials. Olefin boasts exceptional durability, water resistance, stain resistance, mold and mildew resistance, and colorfastness, making it an excellent choice for outdoor products.

## Let's talk about cost. How do LETO prices compare to competitors?

Compared to traditional pool =oats made with cheap materials LETO is certainly priced higher, however in comparison to the above competitors LETO is priced extremely competitively.

*Oliver James: \$975*

*Business & Pleasure: \$599*

*Pottery Barn: \$499*

*LETO: \$495*

LETO has chosen to invest in sustainable, high-quality materials like TPU and Olefin, even if it means higher manufacturing costs, to ensure your Pool Chaise provides long-lasting durability and exceptional value for years to come.

FEATURES	LETO	BUSINESS & PLEASURE	OLIVER JAMES	POTTERY BARN
PVC	○	●	○	●
Sustainable TPU	●	○	●	○
Polyester	○	○	○	●
Acrylic	○	●	●	○
Eco-Friendly Olefin	●	○	○	○
Size	46.5" L x 37" W x 9" H x 20" Back	47" L x 31" W x 6.7" H x 21.7" Back	62.1" L x 37" W x 8.7" H x 21.2" Back	72.1" L x 36" W x 12" Back
Price	\$495	\$599	\$975	\$499

Competitor Price/Materials Chart. (Photo: LETO)

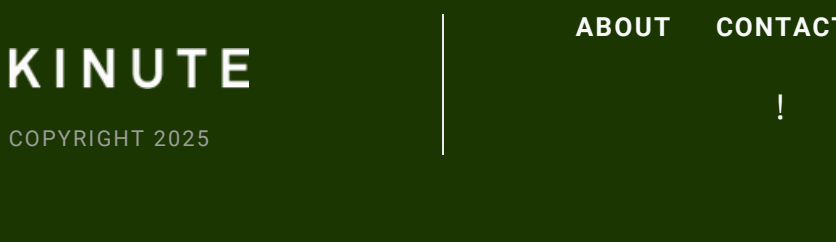
## What's the lifecycle like? Do you have plans for encouraging recycling at the end of the product's life?

Both the Olefin cover and the TPU structure can be recycled. We are currently working on a send-back program in coordination with certain recycling plants that work with these products specifically to ensure if the product ever needs to be disposed of we can make sure it doesn't end up in a landfill.

## What feedback have you gotten from customers?

Our feedback has been hugely positive! People can't believe how comfortable and stable the Pool Chaise actually is. We've had several mentions that they love to get on it in their clothes =oating around because it feels like they are laying on furniture in the water! It really is like an outdoor furniture/pool =oat hybrid.

A lot of our customers say they would love to see the LETO pool chaise at hotels, that it would make a great extra lounge at the beach or pool! We have expanded our business to cater to hotels and beach clubs for this very reason.



(Photo: LETO)

For more information, visit their website at <https://shopleto.co>.

