

# Groupe GM unveils Ecofill Stonecast: the future of sustainable, high-design guest amenities

Article publié le 03/06/2026

As sustainability reshapes the standards of luxury hospitality, design and environmental responsibility are no longer separate considerations, they are inseparable. Responding to this shift, Groupe GM, a global leader in premium guest amenities, unveils Ecofill Stonecast: a next-generation evolution of its pioneering clean refillable system that combines high-end design with advanced sustainability.

## Endless bespoke design choices *with the Stonecast*



Stonecast marks a new era for Ecofill with bespoke, design-led solutions, empowering hotels and brands to seamlessly integrate larger-format dispensers with their unique identities and interior designs.

Stonecast is a revolutionary material made primarily from stone powder, combining reliable durability with a refined design to offer extensive creative possibilities for brands and hotels.

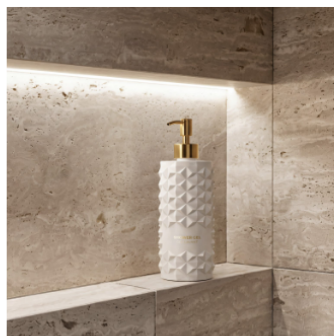
Boasting a premium aesthetic and unparalleled adaptability, Stonecast can be tailored to a wide range of shapes, finishes, and design environments, placing a strong emphasis on flexibility and personalisation. This innovative material elevates the dispenser from a mere functional item to a distinctive element of the guest experience and interior design.

## Designed for *real-world demands*

Ecofill, the patented, refillable, and safe dispenser system, has been meticulously refined through years of expertise and client feedback. Trusted by prestigious hotels and groups worldwide, Ecofill has become an integral part of the modern guest experience.

In contrast to many bulk refill systems that pose hygiene and bacterial risks, Ecofill eliminates uncontrolled bulk refilling by utilising sealed, fully traceable pouches, ensuring product integrity and safety from factory to guestroom. The system streamlines hotel operations by enabling staff to replace pouches in under 30 seconds, combining efficiency with high standards of cleanliness and reliability.

Lightweight and recyclable, Ecofill pouches reduce plastic waste by up to 97% compared to single-use bottles, and up to 70% compared to typical bulk refill systems, significantly lowering a property's carbon footprint.



The new EcoFill Stonecast dispenser is fully aligned with Groupe GM's Care About Earth program and contributes to the company's efforts to reduce its environmental impact.

*With Ecofill Stonecast, Groupe GM is proud to offer a solution that elevates the role of dispensers from functional necessities to bespoke design features. Combining unrivalled durability, eco-conscious innovation, and limitless customisation, Stonecast allows hotels and brands to express their identity while delivering exceptional safety and ease of operation. This is the future of premium guest amenities, where sustainability and style coexist seamlessly.*

**Laurent Marchand,**  
PRESIDENT OF GM GROUP