

## **PRESS RELEASE**

### **Detail in design**

*Among all the trade secrets of decorating the bathroom with style and creativity, it's the choice of accessories that has become the distinctive mark of true exclusivity. In the bathroom – the devil really does lie in the detail.*

*05 August 2014, Johannesburg:* Inside any newly renovated bathroom worth its salt, the bathroom accessory has become an increasingly important element with regards to its integrity of design, as well as the functionality it offers.

“Bathroom accessories are often overlooked in the initial planning stages of bathroom design. However, they play an essential role in any bathroom space – both in how they make the space more usable, as well as how they add to the overall design aesthetic of the space. Without soap dishes, your soap would dissolve into a sticky mess on the side of the sink for example; without towel rails, soggy towels would lie on the floor; and without toilet paper holders the toilet roll would sit uselessly on top of the cistern, cluttering up the space,” says Craig Taylor from leading bathroom accessory and heated towel rail supplier, Bathroom Butler.

### **Beauty and function**

At the end of the day, it's the finishing touches that really pull a design together to create visual harmony, as well as ensuring that the space in question is as utilitarian and user-friendly as possible. “It's the finer details, the smaller accessories, that can make your bathroom space an absolute pleasure or a nightmare to use. Bathroom accessories need to be thought of as more than mere accents, but usable, practical, must-have bathroom essentials,” adds Craig.

He notes that this is especially important in small spaces, where every item needs its place to ensure that the space does not become overcrowded, unorganised, cluttered and claustrophobic. He also adds that in any bathroom, where sanitaryware and cabinetry take up the majority of the visual real estate, it's the little finishes, such as the towel rails, soap dishes and toilet roll holders for example, that can really add that “wow” factor to the overall composition to make it stand apart and give it a feeling of upmarket exclusivity.

“We are in the business of creating bathroom accessories that enhance everyday living – making life easier and more convenient. Take Bathroom Butler's 4606 Double Toilet Paper Holder for example, originally designed for hotels, it has now also become a popular addition in residential bathrooms as well. It is a space- and money-saving solution, which, like all of Bathroom Butler's accessories and heated towel rails, boasts the patented RIGID Loc mounting system for a secure and streamlined installation, and is made from 100% recyclable Grade 304 stainless steel,” explains Craig.

### **Finish frenzy**

Increasingly more people are using bathroom accessories to update the look in their bathrooms, says Craig: “Bathroom accessories are really easy to switch out, they are affordable, and they can make a real difference to how the room is used and what it looks like,” explains Craig.

He says including a heated towel rail into your bathroom composition for example, is a great way of adding some spa-like luxury and ensuring that you have access to deliciously dry towels whenever you need them. “Interior designers have been switched onto the fact that bathrooms have evolved into in-home sanctuaries for quite some time now, and in response, they have been adding every conceivable luxury to these spaces, from skylights, to fireplaces, and of course, glamorous and ever so functional bathroom accessories and heated towel rails.”

Due to ever increasing demand, many of these added luxuries are more affordable, and hence, what was once the domain of only the super exclusive boutique hotels and high-end spas, has now become commonplace in many residential homes. Says Craig: “Take the heated towel rail for example – before, only available to the uber rich and famous, today heated towel rails are only marginally more expensive than an ordinary towel rail, but they offer a host of benefits, including the fact that they keep your towels dry and hygienically bacteria-free.”

He says that choosing your accessories correctly is all about taking care of all the little details that complete your bathroom design: “After all, that is essentially what any accessory is all about – paying attention to the details in order to complete the overall picture. And today, with such a wide variety of accessories to choose from, you can take care of all the finer details and use them to create style solutions like never before.”

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