

## **PRESS RELEASE**

### **Bathroom luxury at its finest**

*28 March 2015, Johannesburg:* Leading bathroom accessory and heated towel rail supplier, Bathroom Butler, has recently been appointed the official South African distributor for BETTE, a premium German-manufactured range of titanium steel-pressed baths and basins that have been coated in a highly advanced and durable enamelling process.

Says Craig Taylor from Bathroom Butler: “The BETTE range has previously been available in South Africa, but Bathroom Butler’s appointment as the new distributor will ensure greater access to the South African and African market through Bathroom Butler’s already well established partners. To ensure we are able to offer the high level of service that our customers have become accustomed to, we will only be stocking a selected range of products from BETTE. All other products would be available on special order, but there would obviously be extended lead times. Over time we will introduce more models as we see the need grows.

“BETTE is a premium line of baths and basins, and we are excited to have found a range that is in line with the quality, beauty and durability that has also become synonymous with Bathroom Butler.”

### **Quality reigns supreme**

Comprising a range of gorgeously sculptured baths and basins – from start to finish, the BETTE range offers world-renowned high-end quality, explains Craig: “The BETTE range is the best money can buy – in both design and quality. BETTE make every effort to ensure that their products are beyond ordinary, and that they boast supreme durability and functionality. Tesseraux + Partner are one of a few designers that BETTE uses. However, what really puts BETTE in a league of its own is the effort that the company goes to in order to ensure the enamel finish – the BETTEGlaze and BETTEGlaze Plus – has the highest gloss of all enamelled products on the market, and that it is a completely flawless finish.”

### **Supreme durability**

BETTE products are coated using a superior enamelling process called BETTEGlaze. Craig explains: “The BETTEGlaze process creates a scratch-resistant, non-porous surface that dirt and bacteria can’t adhere to. BETTE’s products are therefore easier to clean than any other acrylic or composite stone surfaces.” The glass-hardened BETTEGlaze coating is not only incredibly hardwearing and durable, but it is also UV-resistant, making the BETTE products especially ideal for bathrooms with large picturesque views through oversized windows. The UV-resistance will ensure the bath will retain its sparkling white lustre and not discolour or turn yellow.

### **Design at its finest**

BETTE's attention to detail and design can be seen throughout its entire range, which include:

- **BETTEForm:** BETTE's entry-level range of rectangular built-in baths, designed for optimum comfort. Boasting straight lines on the outside and curves on the inside to offer maximum bath-time support and comfort, even in compact sizes.
- **BETTEStarlet:** One of BETTE's most popular lines, this range comprises a line of built-in and freestanding baths that boast a rectangular exterior and an oval interior for a more classical appeal, space-saving design and optimum in-bath comfort. The dual curved ends and centrally located drain make these baths the ideal design for couples that want to bath together. The clarity and calm of the symmetrical shape has timelessly elegant appeal.
- **BETTEOne:** A range of built-in rectangular baths and basins that offer unsurpassed harmony with modern and contemporary styles. It boasts a broad edge that permits the flexible positioning of taps and at the same time, serves as an elegant shelf for more practical applications. The surrounding lip of the baths in this range measures 20mm height, which means that it offers a more streamlined aesthetic when compared to the BETTEForm and BETTEStarlet, which have a lip with a 30mm height measurement.
- **BETTELux:** Sleek and elegant, this premium range of designer built-in and freestanding rectangular baths and basins is defined by the linear nature of its exterior, lack of sharp corners and edges, and an exceptionally narrow bath rim. The BETTELux range integrates seamlessly with its surrounds.
- **BETTEArt baths:** Another premium range, BETTEArt is the beautifully shaped confirmation of the highest level of skill in steel/enamel art. Seemingly made from a single piece of material with an extremely narrow rim, these freestanding baths and basins have a sculptural character, create a light impression, and are spacious and space forming in equal measure.

### **The benefits of steel/enamel sanitaryware**

Steel pressed baths and basins are globally recognised for their unrivalled durability and quality. With the trend of increasingly more homeowners opting for long-lasting durability and optimum craftsmanship, enamelled steel is seeing a major revival the world over. Craig notes: "The impressive quality and longevity of steel pressed baths is so well recognised that numerous hotel brands require steel press baths in their 5-Star establishments."

BETTE's titanium steel pressed enamel baths and basins boast numerous benefits, which include:

- **Hygienic:** Dirt and bacteria are unable to adhere to the glass-hard, non-porous surface; BETTEGlaze. This makes it highly superior to softer materials.

- **Quiet:** Various features in all BETTE baths and basins have been included to deliberately keep the noise levels down while the products are in use. Clever installation systems are further used to prevent noise from being transmitted from the bathroom products to the building fabric.
- **Impact-resistant:** The secret behind BETTEGlaze's supreme success is its wafer-thin layering. Like glass fibre, BETTEGlaze remains flexible and resilient to the usual accidents that are prone to happen in any bathroom, offering peace of mind, especially in momentary lapses in concentration.
- **Scratch-resistant:** The BETTEGlaze surface is harder than marble, synthetic material or steel, and as such, it is virtually impossible for it to be scratched or marked using any products that are usually found in the bathroom.
- **UV-resistant:** Thanks to BETTE's special wet-in-wet process, BETTEGlaze is particularly smooth and colourfast. This means that even after many years of use, the surface will remain as bright and shiny as the day you bought it.
- **Resistant to chemicals:** BETTEGlaze is incredibly tough and resistant to any cosmetics and bath additives – even nail polish won't mark it.
- **Heat-resistant:** For added peace of mind, especially if you like to bath by candlelight, it is great to know that BETTEGlaze is fireproof and non-flammable. A burning candle cannot damage the surface.

Craig concludes: "Bathroom Butler is proud to be associated with a high-end brand like BETTE, and looks forward to enhancing the brand in the South African market."

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