

## **PRESS RELEASE**

### **Bringing the outside in**

*Craig Taylor from leading heated towel rail and bathroom accessories supplier, Bathroom Butler, shares his expert tips on how to elegantly incorporate nature into your bathroom space.*

09 January 2015, Johannesburg: “The effortless beauty of nature is something that should be looked to for design inspiration – not only does nature have its own uniquely simple beauty, but it can also be incorporated seamlessly into many spaces in our homes, including our bathrooms,” says Craig Taylor from leading heated towel rail and bathroom accessory supplier, Bathroom Butler. Natural elements bring a sense of comfort and familiarity into any space, and incorporating them into your bathroom can take it from plain and boring, to luxurious and inviting.

### **Touch wood**

One of the easiest and most straightforward ways to incorporate nature into your bathroom is by using natural materials and textures in its creation. “Wood and bamboo are fantastic materials to incorporate into your bathroom space as they immediately add a natural touch,” says Craig. From bamboo mirror frames to wooden bathroom vanities, wood and bamboo are the easiest natural textures to use in your bathroom. Bamboo also has the added bonus of being more sustainable and environmentally friendly. Other natural textures like stone, marble and granite can be channelled through bathroom tiles and surfaces, adding a slick finish and a subtle hint of the outdoors.

### **Wide-open spaces**

“Keeping your bathroom space open and clean helps achieve a modern Zen-like aesthetic that goes hand in hand with the popular trend of bringing natural touches into your bathroom space,” explains Craig. It’s very easy to achieve the illusion of a large open bathroom, even in smaller spaces, by keeping your bathroom uncluttered and minimal. Installing large windows also helps to open up the space while also letting in an abundance of natural light and opening your bathroom out to nature.

### **Airiness abounds**

“One of the most attractive elements in nature is the fact that when you are outside, you can always breath easy. This is an incredibly important aspect to recreate in any bathroom – good ventilation is essential from both a comfort and practical point of view,” explains Craig. Although windows are a great source of ventilation, they are often not adequate in very humid or cold areas. In these circumstances, a heated towel rail is a must-have inclusion, as they guarantee deliciously dry towels whenever required. “Today, heated towel rails are marginally more expensive than ordinary towel rails, but they promise to dry your towels, which means that you never have to endure using damp towels when you get out of the shower again, and that you don’t have to wash your towels as often,” he explains.

## **Natural neutrals**

The colour palette and style of a nature-inspired bathroom should be kept modern and simple, notes Craig: “Neutral colours, such as beige, white, brown and grey, complimented with pops of brighter natural tones, create the ideal colour palette for a nature-inspired bathroom.” These colours will create a light and open feeling that encompasses the serenity of nature. The colour palette isn’t the only thing that should be kept simple and slick, bathroom fittings and accessories should also follow simple, organic designs - think clean lines and shapes that have a natural flow – such as Bathroom Butler’s wide range of elegant stainless steel bathroom accessories.

## **Eco chic**

Bringing nature into your bathroom is not just about using nature as a design inspiration, but it is also about creating a bathroom space that is environmentally friendly. “With growing awareness on the importance of having an environmentally friendly homes, there are more and more ways available to create a ‘green’ bathroom,” says Craig. It’s important that your bathroom isn’t wasteful and uses products that have a small carbon footprint. Bathroom accessories made from Grade 304 stainless steel for example, like those available from Bathroom Butler for example, are actually 100% recyclable meaning they can be melted down and reused, and they have a small to nearly non-existent carbon footprint.

Aside from the materials that are used, it is a good idea to include water and energy efficient sanitaryware and fitting in your bathroom. Innovations such as dual flush toilets and water efficient showerheads and taps, will also help make your bathroom space more eco-friendly. Being able to control the workings of your heated towel rail will not only allow you to enjoy optimum personalisation of use, but it will also help you save on the running costs as well: “Bathroom Butler’s PTSelect Switch offers personal temperature adjustment and it can help reduce running costs by as much as 60%. Programming your heated towel rail to switch only when required using the TDC Timer has the ability to decrease running costs by a whopping 75%. You will also save water and electricity just by using your heated towel rail – since your towels will be hygienically dried directly on the rail, they won’t have to be washed as often, nor will you ever need to use a 3 000W tumble dryer to dry them.”

“Incorporating nature and creating a comfortable and relaxing sanctuary in your bathroom space is both simple and effective and can also be done in a very sustainable and eco-friendly manner, which makes nature inspired bathrooms an ideal choice for any home,” concludes Craig.

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