

PRESS RELEASE

Sit back and relax

Craig Taylor from leading bathroom accessory and heated towel rail suppliers, Bathroom Butler, offers his expert tips on how to turn your bathroom into a luxurious in-home spa.

05 January 2014, Johannesburg: "In today's fast paced world, it's very seldom that people have the time to relax and unwind," says Craig Taylor from leading bathroom accessory supplier, Bathroom Butler. Which is why creating an in-home spa is the ideal way to squeeze some relaxation time into your busy daily schedule. "Although creating an in-home spa sounds difficult, if you keep a few key features and aspects in mind, you'll be enjoying some luxurious spa-like relaxation in no time," says Craig.

Bigger better bathtubs

Bathtubs are a must-have, as they provide you with the most luxurious and easy way to relax. When selecting a bath, remember that bigger is always better. "A big bath will add to the spa feel of the bathroom as it offers ample space in which you can lie back and relax," advises Craig. Spa baths with features like hydro-massage jets or air massage settings will up your bathing and relaxation experience and allow you to enjoy the benefits of hydrotherapy in the comfort of your own home.

Look at bathing holistically – it is not just about the bathtub. Invest in various bath-time treats, such as bath salts, oils, foam bath, scrubs, scented candles, and so on, to make the experience as indulgent as possible. Be sure to choose accessories that will make the bathing experience as comfortable as possible, such as Bathroom Butler's freestanding plain and heated towel rails. These freestanding products are über convenient as they can be moved around for optimum convenience, which is especially useful for freestanding bathtubs that are usually centred in the middle of the bathroom, without easy access to towel rails.

Showering glory

Showers with added features that make them more luxurious are becoming increasingly popular and can be just as enjoyable as a soak in a bath, yet easier, less time consuming and more water efficient. "Showers that have a steam option are ideal for home spa applications, as they allow for your shower to also function as a steam room. Shower columns are also therapeutic, offering access to hydrotherapeutic body massages whenever you desire," says Craig.

He says that it is imperative that all items that may be needed for the duration of the shower should be immediately accessible and on-hand: "There is nothing quite as awful as having to step out of your warm shower, wet and dripping all over the place, to reach for some shampoo or soap for example. It is also really ugly, unhygienic and inconvenient to keep your shower goodies on the floor of the shower. Instead, why not opt for shower baskets, shower racks, soap baskets and soap racks to be installed into your shower for easy storage and access to whatever you may need."

A hot trend

Heated towel rails are a staple of any in-home spa worth its salt – they are comparatively slightly more expensive than a normal towel rail, but offer the added benefit of ensuring that your towels are deliciously dry whenever you need them. “When looking for heated towel rails, be sure to choose one with a temperature control, as being able to control the temperature settings plays a pivotal part in increasing its energy efficiency. Thanks to Dry Element Technology (DET), all Bathroom Butler’s heated towel rails come with built-in temperature controls, so that you can adjust the heat on the rails to suit the weather conditions, as well as your personal preferences,” explains Craig.

Bathroom Butler offers two main temperature controls, including:

- **Personal Temperature Selection (PTSelect) Switch:** This is a switch that allows you to manually adjust the temperature of the heated towel rail, as well as being able to switch it on and off. This can reduce running costs by as much as 60%.
- **Total Digital Control (TDC) Timer:** Although all of Bathroom Butler’s heated towel rails are able to run 24/7, the TDC Timer allows you to conserve energy by as much as 75% by programming the heated towel rail to switch on automatically when needed, and to switch off when the job is done. It also allows you to switch it on and off manually.

Chic accessories

“Bathroom accessories are crucial for achieving a functional and aesthetically pleasing in-home spa,” says Craig. A huge design aspect of any successfully designed in-home spas is the ability to keep the space streamlined, simple and clutter-free. This can be achieved by including ample storage and the right bathroom accessories to house all your bathroom essentials, neatly and conveniently. Choose accessories that are made from the best quality material that you can afford, such as Grade 304 stainless steel for example – not only does this high-end material offer added aesthetic appeal and glamour to the room, but it will never peel, scratch, rust or flake, it is really durable, super hygienic, easy to clean and is a very green choice as it is 100% recyclable.

Also, consider the mounting of the accessory before you make your purchase decision. Bathroom accessories with Bathroom Butler’s ground breaking RIGID Loc technology will help enhance the slick minimalism and the overall functionality of the spa-like space, as they ensure easy installation, as well as the fact that the accessory is firmly mounted in place and won’t work its way loose over time. Traditionally, bathroom accessories have been mounted using grub screws to hold them to the wall. However, this system is quintessentially flawed, as the grub screws eventually work their way loose over time, and they need to be regularly tightened in order for the accessory in question to remain firmly in place. Bathroom Butler’s patented RIGID Loc system however, ensures that this will never happen.

Luxurious lighting

Lighting can really make or break any bathroom design, but it is especially important when you are trying to recreate the ambience of a spa, explains Craig: “Lighting plays a huge role in creating a relaxing and rejuvenating atmosphere. As such, be sure to create a layered lighting design that focuses on ambient, task and accent lighting options. Installing lights

with dimmer switches is a perfect way of controlling the brightness of your bathroom space – turn the lights down for a more romantic or relaxing ambience, or turn the lights up for a more practical and functional bathing experience.

A natural touch

Incorporating nature in your in home spa will add to its effectiveness and allure – think timber, natural stone, and a calming palette of organically-inspired neutral colours. Big windows that allow natural light into your home spa, as well as the ability to appreciate the outdoor vistas, will also add a calming ambience, while saving money on lighting. Other ways to incorporate a natural feel into your bathroom is by choosing accessories that are environmentally friendly, such as water-efficient fixtures, and accessories made from green materials, such as Grade 304 Stainless Steel for example.

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Released on behalf of Bathroom Butler (www.bathroombutler.co.za) by The Line (www.theline.co.za, ant@theline.co.za).