

## PRESS RELEASE

### Placing Emphasis on the Finishing Touches

*Looking for quiet reprieve from the world around you? Then a well-appointed bathroom is where you will find it. With an emphasis on light and space, a carefully considered bathroom can de-clutter your space and your mind, letting you ease into your surroundings and enjoy the view beyond.*

28 September 2015, Johannesburg: “In recent years, no other part of the home has undergone such a radical transformation and re-interpretation as the bathroom.” Says Craig Taylor, from Bathroom Butler, leading supplier of quality designer bathroom accessories and heated towel rails, and local distributor of the BETTE range of enameled titanium steel baths and basins: “From its former role as a hidden, exclusively functional space, the bathroom has achieved the status of a proper room, with the same importance placed on decorating it as the rest of the home. As such, it has increasingly become the object of the careful attention of both homeowners and architects, who treat it as a privileged space that can assume different functions.”

Gone are the days of cold, stark bathrooms with solely tiled interiors and harsh fluorescent lighting. Warmth finds its way into the modern bathroom through wall textures, furniture, soft lightning, wooden accents and warm flooring. “The bathroom of today is treated as a central core of the home – a place to linger and relax,” explains Craig.

Today, we spend an increasing amount of time in our bathrooms each day, whether it’s bathing the kids, getting ready for work or a night out, or washing away the day gone by. “Putting some thought into the design of your bathroom can make a huge impact on your experience,” says Craig. He shares his take on the trend for streamlined bathrooms that emphasize finishing touches and a warm atmosphere.

### Above and beyond

From flooring, to lighting, furniture and fittings – people are considering the finer details of a bathroom space in much the same way they would approach the rest of the home. Streamlined baths and basins can help to emphasise a sense of light and space, whilst well-appointed bathroom accessories are a great way to organise all the bits and bobs that find their way into the bathroom.

Craig explains “Bathroom accessories are always overlooked and often times neglected when it comes to refreshing the look of your bathroom. But accessories should not be an afterthought, this is in fact one of the first things that you should consider when it comes to storage solutions that can help minimise clutter while at the same time offering a finished look.” Says Craig: “The idea is to make bathroom spaces practical and efficient without compromising on style. In this way, all the

elements work together seamlessly to create a sanctuary in which you can really relax.”

Almost every type of bathroom, extremely old or one in a fair condition can be revamped and modified with the addition of stylish bathroom accessories and slick, streamlined enameled titanium steel baths and basins. With the addition of a dose of good quality finishes that enhance the warm atmosphere that modern day living strives towards, notes Craig: “BETTE baths and basins boast attractive and refined profiles, and a brilliant quality finish, making them ideal for your renovation project or newly-built home. Incorporated into a bathroom design that enhances natural light and flow, these bathroom fittings work to create an experience that’s easy on the eye, letting you focus on the calming atmosphere.”

BETTE’s titanium steel baths and basins are designed with durability *and* beauty in mind. Finished with an exceptionally resilient enamel surface, **BETTEGLAZE**, these products offer a simple and elegant solution to bathroom design with all the benefits of a non-porous and hygienic surface that is resistant to UV light, scratches, dents and chemicals.

### **Notes from nature**

Bringing the outdoors inside however, is not only achieved by the combinations of eclectic materials and natural textures and fabrics, but also through the use of smart materials in manufacturing bathroom products for the best possible end result, says Craig: “Bathroom Butler, for example uses a high grade Stainless Steel material for all its bathroom accessories and heated towel rails because of the material’s natural anti-corrosion properties and its ability to form a passive self-repairing layer that protects against rusting, peeling, chipping and scratching.”

BETTE, on the other hand use all natural raw materials such as glass, water and titanium steel for the manufacture of a unique product offering that is strong, scratch resistant, impact resistant and permanently retains its shape. This combination of steel and enamel gives the product its just-unpacked brand-new look for many years to come.

### **No more messing around**

“Because bathrooms have to accommodate a variety of activities, they tend to get cluttered and messy, yet it is the one space in which we should feel relaxed and pampered – a place that will take you away from the pressures of our everyday lives,” notes Craig, who is a firm believer in the saying ‘a cluttered home leads to a cluttered mind’. For him, a cluttered bathroom acts as a distraction, preventing you from really unwinding and enjoying your surroundings. Here are his simple suggestions on how to organize your space so that it is less chaotic and more serene:

- **Get spring cleaning**

Craig advises doing away with anything that doesn't serve a purpose or bring you joy. Start by getting rid of old makeup and toiletries that you haven't used in ages or those that are past their expiry date. Then be selective about the items you allow in the space, narrowing them down to your most frequently used items. "Stowing bathroom essentials on slick glass shelves or stainless steel shower baskets will help keep your space organised, allowing you to enjoy a peaceful and clutter-free space everyday," nods Craig.

- **Invest in a heated towel rail**

Are you constantly grabbing for a fresh towel because the one you used yesterday is still damp? Then it's time to install a Bathroom Butler heated towel rail. "Damp towels are unhygienic, and having them hanging all over the place to dry is a sure way to remove any sense of serenity from a bathroom," points out Craig. Luckily, Bathroom Butler has introduced a number of heated towel rails to suit every size and style of bathroom, allowing you to not only dry your damp towels but also providing a means of stylish storage that organizes them all in one place.

- **Create storage**

Whether wall-mounted, free-standing or under-counter – bathroom cabinets are key to keeping your space clutter-free. Use them to stash your toiletries or extra toilet rolls and soap. "Many people forget to use their vertical space, but this is a great way to maximise storage," points out Craig. He suggests installing a shelf above the toilet for magazines and a scented candle, or above the bathroom door for less frequently used items.

- **Consider your bathroom accessories**

We've all heard the saying 'it's all in the detail', and this especially rings true in the bathroom. "Elegant and streamlined bathroom accessories can make your bathroom look great and can enhance the way you use the space. Bathroom Butler's wide range of designer bathroom accessories combine functionality, high-end quality, and stylish design," nods Craig.

Craig believes that improper accessories can detract from the overall feel of the space. That's why Craig opts for Bathroom Butler's range of high-end bathroom accessories. They are manufactured from smart materials such as GRADE 304 Stainless Steel, which is flake- and rust-proof, and they boast the RIGID Loc Mounting System ensuring that they remain firmly secured to the wall.

"The modern bathroom is fresh, elegant, slick and unafraid to experiment with new trends for the realization of a relaxed living environment. And it is increasingly drawing from our natural surrounds to achieve this," concludes Craig.

BETTE is proudly distributed in South Africa by Distinct Collection in association with Bathroom Butler.

For further information on Bathroom Butler's range of heated towel rails and high-end bathroom accessories, visit the Bathroom Butler website:  
[www.bathroombutler.co.za](http://www.bathroombutler.co.za).

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