

PRESS RELEASE

Heated towel rails - a bathroom essential

Craig Taylor from leading bathroom accessory and heated towel rail supplier, Bathroom Butler, offers some insight into what has made the heated towel rail such an essential addition to any bathroom space worth its salt.

25 June 2014, Johannesburg: Once the reserve of exclusive upmarket hotels and multi-million-Rand mansions, today, heated towel rails have taken their rightful place as an affordable, tried and trusted towel-drying essential in most residential bathrooms. Says Craig Taylor from leading bathroom accessory and heated towel rail supplier, Bathroom Butler: "Many people believe that heated towel rails cost the earth, but this is just not the case – they are actually really affordable. Thanks to Bathroom Butler, heated towel rails are not just for the rich and famous – now everybody can afford to invest in a heated towel rail and enjoy their many benefits.

"Bathroom Butler's heated towel rails are also cost-efficient to run – unlike the more expensive European-type radiators that consume large amounts of electricity, Bathroom Butler's heated towel rails have been purposely designed for the South African climate, where their main purpose is to dry towels and take the chill off of them, and not to heat the bathroom space, which means that in comparison, they consume very small amounts of energy. They are also available with various control options, which can reduce running costs even further," he explains.

The benefits of owning a heated towel rail

So what makes heated towel rails such versatile bathroom accessories? Craig explains: "Although heated towel rails will take the chill off your towels, their main purpose is to keep your bathroom towels dry and free of unpleasant, damp-loving bacteria that could harm your family. This increases the room's hygiene levels, and it will save you money in the long run, as you won't need to waste water and electricity washing your towels as often." He offers the following overview on the many benefits of owning a heated towel rail:

- **Deliciously dry towels:** In very humid or cold climates, towels often don't dry in time for when you need them next. With a heated towel rail however, you never have to worry about using horribly damp towels again – you will be guaranteed to wonderfully dry towels whenever you need them.
- **Added hygiene:** Many dangerous illnesses are caused by germs and bacteria, and there is no better breeding ground for these unwanted visitors than a damp, clammy towel left carelessly on the floor or hung up on a hook to drip dry. By folding a damp towel in four layers, and leaving it to dry on the deliciously warm bars of a heated towel rail, you'll be denying any bacteria a place to breed.

- **Streamlined storage:** A heated towel rail provides you with a safe and attractive purpose-made place to hang your towel out of harms way. They cost marginally more than plain, traditional towel rails, but with the added advantage of offering a drying functionality that will leave your towels smelling fresh and keeping them free of disease-carrying microbes.
- **Save on washing:** Hygienically dry towels mean that you do not need to wash your towels as often. Instead of having to wash them everyday, or every second day – with a heated towel rail in place, you will only need to wash them a maximum of twice a week, depending on how often you use them. This in turn will save lots of water and electricity, as you won't be running your washing machine or tumble dryer as often.
- **Inexpensive to run:** Due to Dry Element Technology (DET), modern heated towel rails are comparatively inexpensive to run – this is largely due to the fact that you can control the temperature settings, programme the heated towel rail to switch on and off automatically, and because DET allows for rapid heat-up-times. For example, the cost of running a similar Bathroom Butler heated towel rail with a PTSelect Switch, set at 60% and running for 24 hours a day for a month, can be as little as R43 per month. While, the cost of running a Bathroom Butler heated towel rail with a TDC Timer for 6 hours per day for a month with power setting at 100%, can be as little as R18 per month.

(NOTE: Costs worked out on an average cost of 99 cents per kWh. The time frame of 6 hours per day was calculated from drying testing, where it took an average of 3 hours to dry a moderately wet towel. Obviously this time is dependent on the humidity of your area (the higher humidity the longer the towel will take to dry), as well how wet the towel is.

Understanding heated towel rail technology

There are two types of heated towel rails currently on the market – those that operate using Wet Element Technology (WET), and those that use Dry Element Technology (DET):

- **WET:** Otherwise known as fluid-filled heated towel rails, WET is how all heated towel rails used to operate in the past. Using WET, the rails are heated by immersing a cartridge element into a heat transfer fluid, such as oil or water. Much like a kettle or geyser, the element then heats up and in turn, heats up the surrounding fluid. The heated fluid causes convection currents to form, which circulates the fluid around inside the heated towel rail and in so doing, heats up the actual rails. There are many disadvantages to WET heated towel rails, namely that they are slow to heat up, taking around 60 to 90 minutes to warm the rails, and they consume much more energy than their DET counterparts.
- **DET:** In contrast, DET technology ensures that the rail can reach its operating temperature in a quick 10 to 15 minutes. This is termed as Rapid Heating, and it means that you can switch the rail on when required

and off when it is not in use – saving lots of electricity in the process. Craig explains: “A more modern technology, DET comprises a length of special purpose heating wire that is installed within the tubes of the heated towel rail. Similar to the technology used for under-floor heating, DET heats the wire, which in turn heats the towel rail directly. DET has the advantage that the special purpose wire can be strategically limited to the horizontal rails, which saves electricity and reduces the Watts required by as much as 30%.”

He says that another benefit of DET is that they allow for Direct Intelligent Heating, which provides heat directly where it is needed – in the horizontal bars under the towel: “Direct Intelligent Heating ensures that only the rails under towels warm up. When there are no towels on the rail, then the exposed surface will reduce in temperature to below 50°C, which is safe to the touch. By not heating up rails that are not in use, DET allows for a comparative energy reduction of up to 30%, along with an increase in temperature of the rails under the towels. It also ensures safer operation.”

Stay in control

Craig says that it is imperative to choose a heated towel rail that offers temperature control: “Frankly, any heated towel rail without temperature controls is out-dated – it is impractical and it will cost you considerably more to run. Although Bathroom Butler’s heated towel rails can run 24/7, it is not necessary and just wasteful to run them this way.” He offers an overview on Bathroom Butler’s two different controller options:

- **The PTSelect:** The PTSelect switch allows for the temperature of the heated towel rail to be user-adjustable, as well as for it to be switched on and off when desired. When adjusting the temperature, a flashing red light indicates the power level – the longer the red light is on for, the warmer the heated towel rail will be. If the red light is on permanently, it means that the heated towel rail is running at full capacity. If the red light is off, it means that the heated towel rail has been switched off.
- **The TDC Timer:** The TDC Timer allows for personal temperature adjustment, for it to switch it on and off manually, as well as for it to be programmed to switch on and off automatically. This feature takes the guess work out of it, and it will ensure that your heated towel rail is only on when it is required, which can reduce the running costs by as much as 75%. The TDC Timer has four modes, namely:
 - **On Mode:** If you would like your heated towel rail to run 24/7.
 - **AUTO Mode:** If you would like to programme your heated towel rail to switch on and off at desired times.
 - **OFF Mode:** If you would like your heated towel rail to be off all the time.
 - **QUICK RUN Mode:** If you are out of your regular routine, this mode allows your heated towel rail to run for a predetermined

with a push of one button. This is also a very convenient mode for use in hotels and guesthouses, as your guests don't all follow the same routine.

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Maintenance and operation tips:

You Bathroom Butler heated towel rail will require no maintenance to keep it in good working order. However, it is recommended that you clean it regularly with a damp cloth, and that you avoid using any detergents that contain chlorine or any other acid-based chemicals.

ENDS

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