

## **PRESS RELEASE**

### **High-tech heated towel rails**

*Craig Taylor from Bathroom Butler talks about how modern heated towel rails are taking bathrooms to the next level of high-tech innovation in order to make these rooms more comfortable and energy efficient.*

*28 July 2015, Johannesburg:* It is not uncommon in modern homes to see ultramodern kitchens, tricked-out home theatres, or futuristic home automation and security systems, but up until quite recently, the bathroom seems to have been left out in the cold, so to speak. However, technology has been slowly, but steadily creeping into this space – converting it into a true spa-like retreat suitable for the 21<sup>st</sup> Century.

Says Craig Taylor from leading heated towel rail and bathroom accessory supplier, Bathroom Butler: “Digital solutions are impacting everything: from the way we work, to the way we live, the way we assimilate information, and the way we design and live in our homes. In the bathroom, smart features primarily focus on added luxury, improved functionality, energy efficiency and environmental sustainability.”

With the bathroom constantly evolving into a soothing in-home sanctuary, where homeowners can go to relax and unwind and wash away the stresses of everyday life, more and more consumers are looking for bathroom products that “up” the luxury stakes, while simultaneously, improve the functionality and efficiency of the space. One such product is the heated towel rail, says Craig: “Heated towel rails have become a mainstay in any modern bathroom worth its salt. They are marginally more expensive than traditional towel rails, yet they offer the added benefit and luxury of being able to enjoy deliciously dry towels whenever you need them. Furthermore, if it boasts Dry Element Technology (DET), heated towel rails can also be impressively energy efficient and cost-efficient to run.”

### **Increased energy- and water-efficiency**

In modern times, when the cost of living is on the rise and electricity prices keep going up at an alarming rate, it is important to consider products that help keep costs down by contributing towards energy savings. Due to DET, Bathroom Butler’s heated towel rails for example, can actually help homeowners reduce water and electricity consumption by prompting them not to wash and dry their towels as often in energy- and water-guzzling washing machines and tumble dryers. This is especially useful in hot and humid, or cold and wet climates, where towels take forever to dry. Craig explains: “Because Bathroom Butler’s heated towel rails have been specifically designed to keep towels dry and fresh; less frequent washing or tumble drying is required.”

Craig says that even though heated towel rails do require electricity to run, the high-tech models, such as those from Bathroom Butler, actually use very little

electricity due to the benefits of DET: “DET boasts a number of energy-saving and practical benefits, such as RAPID Heating and Direct Intelligent Heating. RAPID heating makes Bathroom Butler’s heated towel rails efficient to switch ‘on’ and ‘off’ due to the impressively quick heat-up time of between 10 to 15 minutes. Direct Intelligent Heating ensures Bathroom Butler’s heated towel rails use smaller wattage elements to dry towels quicker.”

### **Customisable temperature settings**

He says that another major benefit of DET is that it allows for the temperature on heated towel rails to be controlled: “The benefits of DET are further enhanced by allowing you to personally control the temperature settings on your heated towel rail – this not only saves electricity, but it also ensures that you can use your heated towel rail all-year round and custom-select the temperature to suit your personal preferences.”

Bathroom Butler offers two built-in temperature controllers – namely the Personal Temperature Selection (PTSelect) Switch and the Total Digital Control (TDC) Timer:

- **The TDC Timer:** The TDC Timer offers you the ability to programme your heated towel rail to automatically switch “on” and “off” when required. It can also be operated manually if preferred. By using the TDC Timer you can reduce electricity consumption by as much as 75%.
- **The PTSelect Switch:** This built-in switch allows you to manually adjust the temperature of the heated towel rail, and to switch it “on” and “off” at will. It can reduce energy consumption by as much as 60%.

Says Craig: “Programmable times ensure that the heated towel rail only runs when it is needed to dry your towels to save electricity. For added convenience and efficiency, Bathroom Butler’s heated towel rails also boast a QUICK RUN function, which allows you to switch the heated towel rail on with the touch of a single button for a pre-programmed duration for out-of-routine showers.”

### **Technology differentiators**

When selecting your heated towel rail, Craig offers a few other considerations that you ought to think about before making your final purchase decision:

**Durability and environment:** Energy efficiency is not the only consideration when it comes to environmentally friendly products – you need to consider the overall carbon footprint of the product. Bathroom Butler for example, manufactures all its heated towel rails and bathroom accessories in GRADE 304 Stainless Steel as it is incredibly strong, durable, hygienic, and good looking, and it is also 100% recyclable.

**Safety:** Since it is a wet area, the bathroom is broken up into several zones, to designate which areas power is permitted. All of Bathroom Butler heated towel

rails have been tested and conform to IEC 60335-1 and IEC 60335-2-43 safety standards, as well as having an International Protection rating of IPX5. As such, they are certified as suitable for zones 1, 2 and 3 in a bathroom.”

**Installation:** Although a DIY enthusiast can install the heated towel rail in the bathroom, since this is a wet area, a certified electrician will be required to connect the heated towel rail to the electricity point.

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