

## **PRESS RELEASE**

### **Bathrooms for a greener future**

*27 January 2016, Johannesburg:* There is no denying it – sustainability is still top of mind in the bathroom industry. So says Craig Taylor from Bathroom Butler leading supplier of bathroom accessories and heated towel rails, and local distributor of BETTE baths and basins, he goes on to add: “With the current water and electricity shortages we have been experiencing in South Africa, sustainability is no longer just a ‘nice to have’, but it has evolved in a lifestyle ethos that needs to be adopted by all.”

Craig notes that going green is a win-win situation for everybody: “The beauty of making sustainable choices in the bathroom is homeowners will benefit from significant savings in their pocket and in the process they will be contributing towards a greener environment. It might cost a bit more from the onset, but making green choices will mean using less electricity and water, meaning that the initial investment will pay for itself in the future.”

### **Beautiful design and sustainability**

He explains that the critical urgency of going green is not the only thing that has changed with regards to green practices recently: “The main differences between going green today and a few years ago is that firstly, increased demand has made it much more affordable now, and ‘green’ installations have also become more beautiful additions to the home. Today, it is possible to achieve high levels of efficiency and sustainability without having to compromise on design. In fact, a major trend in bathroom design seems to point at sustainability and beautiful design going hand-in-hand.”

Take steel/enamelled baths and basins by BETTE for example – not only do they offer an unparalleled designer aesthetic to the bathroom, but the refined enamel surface, BETTEGLAZE, is made from natural raw materials such as water, glass, quartz, ores and borax that are non-toxic and eco-friendly. Craig explains: “BETTE craftsmen and works men do not wear any protective covering over their faces during the enameling process, they are confident in the 100% non-toxic nature of the materials being used.”

BETTE’s commitment to sustainability is evident in their use of natural raw materials such as titanium steel and the refined enamel surface BETTEGLAZE. The materials enhance the durability and the appearance of the products, but also make an important contribution towards sustainable architecture – certified to ISO 14025 of the Environmental Product Declaration (EPD). In production, BETTE consider the subject in its entirety by covering two-thirds of the energy they require with electricity they produce themselves.

## **Resource efficiency**

Being able to save water and energy at home is an important aspect to consider when revamping or building the space from scratch. Heated towel rails contribute towards resource efficiency by encouraging homeowners to use less often major power consummators such as washing machine and tumble dryers. Says Craig: “Because heated towel rails have been specially designed to dry towels, and because they encourage a hygienic environment for towels and bath sheets, homeowners will not need to wash them as often thereby saving water and electricity.”

In addition all Bathroom Butler heated towel rails come with a choice of built-in controllers namely the PTSelect Switch or the TDC Timer that allow users to adjust the temperature, and to switch the rail ‘on’ and ‘off’. Says Craig: “Not only can this reduce the energy consumption by as much as 75%, but the controllers also ensure that you can use your heated towel rail all year round, increasing the temperature in winter to add a touch of warmth and decreasing the temperature in summer for drying. This is especially useful in humid or cold climates, where towels don’t dry easily.”

## **Looking at recyclability**

Recycling saves energy, reduces greenhouse emissions and conserves natural resources. Says Craig: “Recycling is a very important part of sustainability as a whole. At Bathroom Butler we makes use of Smart Materials such as GRADE 304 Stainless Steel to ensure our products are 100% recyclable. Meaning that they can be completely broken down into their various components and the stainless steel can be melted down and turned into something else without having to add any virgin materials.”

Craig notes that since its inception, Bathroom Butler has been one step ahead of the market with its determined focus on offering only the best quality possible: “We developed our smart ideas philosophy out of constant efforts to ensure that our products live up to the possibility of being completely recyclable at the end of their useful life. First we chose the right materials for the job and not materials that make the job easier, then we designed the production process that allows the product to be easily recycled. This evolutionary process combines Smart Materials and Smart Design leading to Smart Manufacturing giving us products that stand out from the crowd.”

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