

## **PRESS RELEASE**

### **All in one**

*05 December 2014, Johannesburg:* The trend of modern open-plan spaces has extended from the kitchen and living areas, to the more private areas in the home, such as the bedroom and bathroom. The sense of space and light it brings, due to fewer enclosing walls, makes open-plan designs an obvious choice for modern homes. But integrated bedroom-bathrooms require clever solutions to make them function optimally, whilst still maintaining an attractive aesthetic. Craig Taylor from Bathroom Butler shares his practical advice on how to make this trend work for you.

### **Planned to perfection**

Modern interior design is often characterised by open-plan spaces that lead seamlessly into one another, and one of the areas in the home where this works especially well is in en-suite bathrooms. “The open-plan bedroom-bathroom design trend is popular because it maximises space and creates a sense of stylish indulgence. Think of it as your own private luxury hotel suite,” says Craig.

Despite the obvious aesthetic appeal and numerous other benefits, open-plan layouts come with their own challenges, such as issues around privacy, clutter, safety, hygiene and humidity. Luckily Craig has given us his top five ways to incorporate bathroom accessories into your open-plan bedroom-bathroom layout to aid in the functionality of the space and create an overall successful design:

#### **1.) A clean slate**

One of the challenges of open-plan bedroom-bathrooms is keeping them clutter-free, whilst still having all your essentials close at hand and accessible. “Bathroom accessories that are beautiful and functional are even more important in an open-plan design, where everything is on display 24/7. A bedroom is a place of peace and rest, so you don’t want to walk into the space, only to find wet towels lying on the floor or countless toiletries cluttering up the basin. This ruins the vibe and defeats the point of a simple and luxurious open-plan retreat,” explains Craig.

This is where clever storage solutions come into play. Think above-basin mirrors that double as cabinets to hide all your body and face products, good looking laundry baskets to stash away dirty clothes, a screen or room divider to disguise the clutter and create some privacy, or heated towel rails where your towels can be on hand and dry out in style. “Heated towel rails are a great solution to the clutter problem, as they are an easy and inexpensive way of adding that finishing touch to any bathroom space. Heated towel rails only cost slightly more than a normal towel rail, so it’s no wonder they’ve become an essential addition to any modern bathroom,” notes Craig.

## **2.) Hygiene**

With fewer nooks and crannies for dirt to hide, open-plan bathrooms are generally easier to clean than smaller enclosed bathrooms. But one of the downsides of open-plan en-suite bathrooms is the issue of excessive moisture permeating the whole space, and thus creating the perfect environment for mould and germs to grow. Keep windows open or install a bathroom extractor fan to ensure that the space doesn't get too humid in the warmer months, and install underfloor heating for the colder months. "Heated towel rails are another great solution for preventing dampness and increasing hygiene levels, as they dry towels in hot and humid conditions, as well as cold and rainy weather – increasing the levels of sanitary, and keeping the overall space in question drier and less damp. As a result of the towels being dried straight after use, you won't have to wash your towels as frequently because drying them on the towel rail prevents damp - an ideal breeding ground for germs," explains Craig.

## **3.) Safety first**

It's always important to be cautious wherever water and electricity is involved. When installing electrical appliances in your open-plan en-suite bathroom, check to see their ratings so that you are sure their standards are up to scratch. "All of Bathroom Butler's heated towel rails for example, have been tested to IEC 60335-1 and IEC 60335-2-4 standards. Their Dry Element Technology (DET) means there is no fluid used in the heated towel rails, so there's no chance of leaking. And Direct Intelligent Heating ensures that only the rails under towels warm up, whilst the exposed surfaces are safe to touch, resulting in overall safer operation," affirms Craig. There's also the potential to slip on wet floors, so be sure to lay down bath mats and rugs, or grab rails for particularly awkward areas.

## **4.) Perfect positioning**

Whilst open-plan bedroom-bathrooms appear to have the luxury of space, it still needs careful consideration so that the space is utilised efficiently and has a natural flow. "The space above a bath is often underutilised, but it's the perfect place for some extra storage or to hang a mirror to reflect a view," says Craig, adding: "All of Bathroom Butler's heated towel rails have an international protection rating of IPX5, which means that they can even be installed above the bath."

## **5.) Colour and texture**

Stick to a definite colour scheme and keep finishes in the same style throughout the space so that it has a unified look. "If you're going for stainless steel bathroom accessories, such as toilet roll holders, shower shelves and heated towel rails, be sure to add stainless steel elements in your bedroom too for a more unified aesthetic. This could be something as subtle as elegant stainless steel feet on your bed, chrome handles on your bedside tables, or metallic lamp bases to pull the look together," points out Craig.

He adds that the aesthetic appeal of any bathroom accessories, sanitaryware and wall and floor covering is especially important in an open-plan space: “The aesthetic appeal of all the elements should look good as stand-alone features in their own right, as well as blending with the rest of the room’s décor. Choose the best looking pieces you can afford. For optimum beauty, all of Bathroom Butler’s bathroom accessories are made from high-end Grade 304 stainless steel. It might cost a little extra, but its many benefits really make it a worthwhile choice. It is not only a gorgeous material to look at, but it is also a practical choice, it is durable, hygienic, but since it is 100% recyclable, it is also very eco-friendly to boot.”

### **CAPTIONS:**

The following bathroom accessories were used in the attached open-plan bathroom:

- The suggested retail price for Bathroom Butler’s 9108POLS Toilet Butler Duo is R1 949,00
- The suggested retail price of Bathroom Butler’s 9185POLS 900mm Double Towel Stand is R1 500,00.
- The suggested retail price of Bathroom Butler’s 9115POLS Corner Shower Basket is R674,00.
- The suggested retail price of Bathroom Butler’s 9122POLS Shower & Soap Basket Combo is R776,00.
- The suggested retail price of Bathroom Butler’s 9133POLS Soap Basket is R550,00.
- The suggested retail price of Bathroom Butler’s NATURAL Freestanding 5-bar heated towel rail is R3199,00

NOTE: Prices as at December 2014. E&EO.

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