

PRESS RELEASE

Basin beautiful

Bathroom basins stand pride of place in any well-designed bathroom, and your choice of basin can really make or break the vanity aesthetic. Craig Taylor from, Bathroom Butler, supplier of high-end bathroom accessories, heated towel rails and distributor of the premium BETTE range of pressed titanium steel basins and baths, offers his insights on the latest and greatest bathroom basin trends to hit the market.

30 June 2015, Johannesburg: Selecting the right bathroom basin can be a difficult task, considering the array of options on the market today. From wall-hung, to inset, semi-recessed, above-counter, freestanding or vessels sinks – your choice will largely depend on the style and size of your bathroom, who will be using it and of course, your budget. Craig Taylor from Bathroom Butler, supplier of high-end bathroom accessories, heated towel rails and distributor of the premium BETTE range of pressed titanium steel basins and baths, offers some insight into this year's hottest basin trends to inspire your purchase decision.

A matter of quality

Today's well informed homeowners are on a mission to make their renovation or new-build money stretch as far as it can, without compromising on quality or style: "It is enlightening to see this trend in action – increasingly more homeowners are looking to spend more on the initial purchase price in order to invest in a quality product that will not only look better visually, but that will offer added convenience and longevity. They understand that in the long run, quality, although initially more expensive, eventually pays for itself."

He says that this is an incredibly interesting trend, especially in light of the recessionary times we live in: "It seems counterintuitive that increasingly more homeowners are choosing to spend more by investing in premium quality products, such as BETTE for example. Especially when economically, times are tough. However, when you analyse the trend, it isn't – as more and more consumers are feeling the pinch, so are they becoming increasingly selective and looking at their spend as an investment, and here, longevity pays off. For example, the cost of replacing a basin after three to four years works out far more expensive than investing in a good quality one from the onset."

As a result, premium quality materials are the "in" thing, says Craig: "This trend is noticeable across industries – consumers are willing to pay more for craft beers, organic produce and genuine cotton clothing for example, all in the quest for quality over quantity. In line with this trend, BETTE's pressed steel basins are becoming increasingly attractive to homeowners – not only for their beauty and award-winning design – but also because they are incredibly durable and easy to maintain."

Craig says that BETTE basins are the only pressed steel range available in the South African market, and their exceptional durability speaks for themselves: “BETTE wall-mounted basins are so strong that, if correctly installed, you can actually sit on them – try that with a ceramic basin – I can guarantee that it won’t hold up so well. To be frank, there is no stronger basin on the market – the BETTE pressed titanium steel basins are the best money can buy.”

All BETTE basins are finished with an incredibly hardwearing, non-porous BETTEGLAZE enamelled surface, which is UV- and chemical-resistant. Which means that the BETTE basins won’t discolour or lose their shine, and they won’t stain, even after accidentally spilling nail polish or other hair and make-up products on them. It is also an impressively hygienic surface, which is very easy to clean. Simply put – BETTE’s pressed steel basins offer the best longevity when compared to other basin materials.

Form and function

The common thread connecting all trendy basins today is that, whether curved or contemporary and geometric, the underlying design principle is one of streamlined elegance. Says Craig: “Gone are the days of chunky and visually heavy basin designs – today it is all about sleek simplicity. This doesn’t mean that on-trend basin design has to be boring – on the contrary, today’s basins boast incredibly interesting, bold, often organic-inspired aesthetics – but they are polished, stylised and sophisticated.”

He says that BETTE’s pressed steel basins are a prime example, as they boast eye-catching forms, but their chic and stylish profiles make their overall appearance one of understated elegance and exquisite beauty: “The true marvel of the BETTE basin range over their glass or porcelain counterparts, is that, thanks to the fact that they are manufactured from pressed titanium steel, they have attractive and refined profiles, without compromising on durability. And since the basins are enamelled all over, unlike ceramic basins where the back is not glazed at all, the BETTE wall-mounted basins can be used as above-counter basins as well, which increases the versatility of the BETTE basin purchase.”

Customisation is king

In today’s market, being able to customise your home to make it something that reflects your personal sense of taste and lifestyle is what it is all about. Craig elaborates: “Nobody wants a bathroom that is a carbon copy of their next door neighbour’s – they want something that is as unique as they are. To this end, it is important that homeowners can select a particular type of basin that best fits their vision, whether it be vessel sinks or countertop basins, built-in, wall-mounted, freestanding, double or corner basins.”

Although it is true that the majority of homeowners opt for white sanitaryware and basins, design leaders are looking at innovative and stylish ways to use these functional pieces as stand-alone features in their own right – and aside from gorgeous design, colour seems to be another way of achieving this. Says Craig:

“The introduction of colour in sanitaryware was very popular in the ‘60s and ‘70s, and started tapering off in the ‘80s in lieu of white. Although white remains the colour of choice today, we are seeing more colour variety being offered for better design freedom. BETTE for example, offers a colour range that consist of more than 1 000 colours that range from classic white, beige and caramel, to pearl, royal blue and topaz for example.”

More than skin deep

Being environmentally responsible has never been more front of mind with consumers the world over, even here in South Africa: “Consumers are becoming more aware that every purchase decision that they make can have an impact, whether good or bad, on the environment. As a result, just choosing something because it looks good is no longer a decision imperative – it needs to perform, and it needs to be an environmentally responsible choice as well.

“Take BETTE basins and baths for example – you can be sure that when you are investing in a BETTE product, you are not only investing in a practical thing of beauty, but you are also investing in a green product and a company that looks after the environment. The fact that BETTE products last longer than other products dramatically reduces their overall carbon footprint, which makes them more of a green choice.

“The materials they are made from are all natural – from the titanium steel, to the finely ground glass, quartz, ores and borax used to make up the BETTEGLAZE finish. And lastly, as a company, BETTE is well ranked regarding its ethos of environmental sustainability – all BETTE products are certified ISO 14025, making them a great contributor towards sustainable architecture, and the BETTE manufacturing plant covers two-thirds of the energy it requires with electricity that it produces itself,” concludes Craig.

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