

PRESS RELEASE

Bathroom essentials

27 October 2015, Johannesburg: For an instant bathroom update there are some quick and easy tricks you can try this spring. “If a complete bathroom revamp is not in the budget, then consider choosing new stainless steel bathroom accessories and selecting creative storage for towels for an improved new-look bathroom,” suggests Craig Taylor, from Bathroom Butler, leading supplier of quality designer bathroom accessories, heated towel rails, and local distributor of the BETTE range of enameled titanium steel baths and basins.

Achieving a powerful effect on a mini-budget has never been simpler with these key design elements and easy upgrades:

Paying attention to the little things

“With spring upon us and the summer fast approaching, homeowners feel inspired to tackle mini-home improvement projects which are a satisfying tradition of springtime,” says Craig. Choosing new bathroom accessories and décor items, and selecting a creative storage idea for towels is by far the simplest way of reviving the space. And since these items will last for a long time, it is essential to consider the design as well as the quality.

“It is often surprising that an element that makes such tremendous difference is not given more consideration. Not only can the right bathroom accessories change the atmosphere of the bathroom entirely, but they can also create an ease to the bathroom style,” says Craig. Bathroom accessories are visible items that carry a functional purpose, as such they need to be both beautiful and durable.

Bathroom Butler checks all the criteria. “Bathroom Butler’s range of bathroom accessories offer beauty, sophistication and on-trend style. In addition all the products are manufactured from GRADE 304 Stainless Steel which is durable and resistant to rusting, peeling, chipping and flaking,” explains Craig. While the patented RIGID Loc Mounting System engineered by Bathroom Butler ensures their bathroom accessories will remain firmly secured in place, negating the need to constantly retighten loose screws which so often characterizes the traditional grub screw fixation method.

Beautiful storage solutions

The bathroom is a small retreat that gives you the ability to lock the door and escape from the world outside. But a cluttered and unorganised bathroom can have the opposite effect. For this reason consider creating a relaxed, stress-free environment by adding extra storage for towels. “Heated towel rails by Bathroom Butler not only provide a beautiful design feature for towels, but you can also store and dry towels and bath sheets effortlessly. Simply fold your towel in four layers and hang it on the heated bars for the perfect out-of-the-way storage solution,” says Craig. All Bathroom Butler heated towel rails boast innovative, state-of-the-

art Dry Element Technology (DET) for better functionality, quicker heat-up times and lower energy consumption.

A drop-in the ocean

“A bath is so much more than just a place to bathe, it is the epitome of relaxation, signifying the ultimate place to unwind,” says Craig. A streamlined bath can create a sense of tranquilly in the bathroom, especially a bath that boasts attractive refined profiles and brilliant quality of the finish such as the drop-in baths by BETTE.

If your drop-in bath has seen better days and is in need of some TLC why not consider replacing it. BETTE’s premium line of drop-in baths range from the entry-level rectangular BETTEForm bath, to the BETTEStarlet that offers symmetrically shaped inner body and comfortable back profiles, and the BETTEOne bath that boasts a broad edge that allows for the flexible positioning of taps and serves as an elegant shelf for more practical applications.

“Manufactured in Germany from titanium steel, the beautiful baths are also finished with a highly durable enamel surface called BETTEGLAZE®,” points out Craig. He believes that it’s this attention to detail that brings pure elegance to the bathroom without compromising on performance, thanks to the non-porous and hygienic surface that is resistant to UV light, scratches, dents and chemicals. The elegant glass-like BETTEGLAZE® surface will retain its shine and longevity even after years of extended use.

Certain projects, such as bathroom upgrades enhance the functionality and the beauty of the home. But if you haven’t planned for a big renovation, with a big budget than there are some inexpensive improvements you can do now to refresh the look of a tired bathroom. And with Bathroom Butler’s wide variety of bathroom accessories and heated towel rails to choose from, you can master your home improvement project down to the last detail.

BETTE is proudly distributed in South Africa by Distinct Collection in association with Bathroom Butler.

For further information on Bathroom Butler’s range of heated towel rails and high-end bathroom accessories, visit the Bathroom Butler website: www.bathroombutler.co.za.

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