

## **PRESS RELEASE**

### **A guide to bathrooms with timeless beauty**

*09 December 2015, Johannesburg:* Some bathrooms seem to never go out of style, the secret in their timeless appeal lies in careful planning and selecting elegant bathroom accessories and durable finishes. “Timeless elegance is all about editing – eliminating the unnecessary, and curating each item that goes into your space to create a cohesive look that is simple, yet sophisticated,” explains Craig Taylor from Bathroom Butler, leading supplier of top quality designer bathroom accessories, heated towel rails, and local distributor of the BETTE range of steel/enamelled baths and basins.

Here Craig shares his thoughts on what gives longevity to bathroom style:

#### **Age appropriate**

Many bathroom renovations start with a dream, and then evolve into more practical planning – budget, style, layout and plumbing are all carefully considered. So are surfaces, textures, lighting, cabinets, mirrors and sanitaryware. But the one thing that often gets neglected and completely forgotten in any bathroom transformation is the impact bathroom accessories can have on your new-look bathroom. Although it may not seem like it, bathroom accessories have the uncanny ability to completely transform the look and feel of the bathroom and make or break your style.

“Bathrooms remain a place of refuge in today’s demanding lifestyle, where people can truly unwind, relax and rejuvenate. As such, it’s imperative that bathrooms are designed in a way to be enjoyed for years to come,” notes Craig. “We have all been into those bathrooms, with permanent fixtures that make us feel like we are stuck in an ‘80s soap commercial. Not only do some fashion trends have the tendency to age a bathroom look, but they also get expensive to follow continuously. There are times when chucking the latest obsession makes good common sense,” says Craig.

One of the best ways to create a timeless space is to go for simple, elegant lines and durable yet brilliant finishes. Bathroom Butler manufactures all of their bathroom accessories from GARDE 304 Stainless-Steel. “This high-grade material offers unrivalled aesthetic appeal and is extremely strong and durable, does not scratch, dent or break easily,” points out Craig. The remarkable metal is the smart material choice for bathroom accessories attracting a unique combination of quality of longevity and elegance to any bathroom.

#### **Leaving a lasting impression**

Another way to create a beautiful bathroom that will leave a lasting impression for decades is to add a masterfully crafted enamelled steel bath. “A bath is an integral part of the bathroom, acting as a statement piece that creates balance and a sense of luxury,” says Craig. “Although people still have the pre-conceived

idea that steel baths are of bygone eras, baths and basins by BETTE will make you rediscover and fall in love again with the beauty of pressed steel.”

Expertly crafted in Germany, the precision at which the steel is pressed guarantees flawless enamelling with the glass-like finish BETTEGLAZE. Natural sunlight or daily cleaning will not discolour or dull the brilliant surface of the baths or basins due to the fact that BETTEGLAZE is also highly resistant to harmful UV rays.

The unique BETTEGLAZE finish, which is made using natural materials like water, glass, quartz, borax and soda, is more hardwearing and resistant to scratching when compared to other materials and has a high level of protection from fading. BETTE baths and basins will retain a stable brilliantly white colour even after extended use.

“These visual masterpieces are sure to add an effortlessly graceful look that will endure the passage of time”, says Craig. “So therefore it is essential that homeowners consider finishes, materials and bathroom accessories that will stand the test of time and will not date the look of their bathroom prematurely,” concludes Craig.

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