

## **PRESS RELEASE**

### **Luxury holiday home bathrooms**

*23 November 2015, Johannesburg:* Summer is well on its way in most parts of the country, and it means holidays are just around the corner. Craig Taylor, from Bathroom Butler, leading bathroom accessory and heated towel rail supplier, shares his thoughts on how to transform your holiday home's bathroom into a luxurious space where you and your holiday guests can feel pampered.

#### **Home away from home**

Holiday time is all about indulgence – from the delicious food we (over) eat, to where we sleep, and to what we read, watch or encounter. So why shouldn't the spaces we inhabit over our vacations also be a treat? "Whether you are spending quality time with family, or entertaining guests over the holiday season, transforming your bathroom into a comfortable sanctuary is a gesture that everyone will appreciate," nods Craig, who believes your vacation abode should be designed in a way that really enhances feelings of ease and relaxation.

For Craig, baths are the ultimate indulgence when it comes to the bathroom: "We often don't have the time in our busy lives to take a long soak in the bath, but there's no excuse not to when you are on holiday, and what better way to pamper yourself than in a large glamorous drop-in BETTE bath for example. These pressed steel baths boast the world renowned BETTE Glaze enamel finish, which will not discolour or lose their shine after years of use, they require no maintenance and are a synch to clean."

Craig notes how the current trend in vacation home decorating is taking its cue from luxury hotels: "Increasingly more homeowners and decorators are looking to luxury hotels for inspiration when redoing their holiday homes. They want to reimagine that lavish feeling in their very own homes, and enjoy it year after year."

He says that an easy way to successfully achieve the look and feel of a high-end hotel room, is to include glamorously high-end freestanding bathroom accessories in this space: "Bathroom Butler's 9185POLs Double Towel Stand for example, can accommodate a full bath sheet when it is completely spread out, and the 9108POLs Toilet Butler Duo can store two rolls of toilet paper, keeping the space neat and organised. These freestanding products from Bathroom Butler are so versatile as they can be used immediately after purchase and can be moved around at will."

Bathroom Butler's Natural 5 Bar Freestanding Heated Towel Rail is another great item to give your holiday bathroom instant glam because it doesn't require installation, it can simply be placed where it is needed and then plugged in – no drilling required. "This heated towel rail is completely portable. You can take it from your permanent residence to your humid seaside holiday home with minimal effort. And once there, it can be used wherever you like, even on the

patio to dry wet beach towels,” points out Craig.

In addition, these items are low maintenance as they are made from Grade 304 stainless steel, a hardwearing non-corrosive material, which is not only incredibly durable, hygienic and eco-friendly, but is also rust-resistant and very easy to clean. Says Craig: “Metal items tend to rust at the seaside and need to be constantly treated to avoid this. But the truth is that doing maintenance is the last thing you want to do when on holiday. Luckily all Bathroom Butler’s bathroom accessories and heated towel rails are made from high-end Grade 304 stainless steel, which means they are easy to maintain by simply wiping them with a warm damp cloth and then buffing them dry.”

He says that Bathroom Butler’s bathroom accessories also boast the RIGID Loc Mounting System, which reduces maintenance time even further: “Traditionally, bathroom accessories have been mounted using grub screws to hold them to the wall. However, this system is quintessentially flawed, as the grub screws eventually work their way loose over time, and they need to be regularly tightened in order for the accessory in question to remain firmly in place. After extensive testing and many different designs, we eventually developed Bathroom Butler’s unique RIGID Loc mounting system, which keeps bathroom accessories securely locked in place, once and for all.”

### **Adding the final touches**

Here are a few of Craig’s top tips for creating a spa-like retreat that will make your holiday so much more enjoyable and relaxing.

- **Fluffy white towels:** Replace your everyday towels with crisp fluffy white towel for the holidays. Choose ones with an extra luxurious feel, but that are also absorbent and don’t give off lint. Bathroom Butler’s wide range of heated towel rails will ensure that your towels remain dry and hygienic after each use. As such, you won’t have to wash them as frequently, so you can focus on relaxing instead of doing the laundry.
- **Fine finishes:** Choose quality finishes, such as Grade 304 stainless steel accessories, that won’t rust under seaside conditions and will keep your bathroom looking good for years to come.
- **Pamper products:** Stock up on a few essential items – such as toothpaste, toothbrushes, shower caps, and razors - for forgetful guests. You can also add a selection of travel-sized luxury beauty products for a touch of hotel style pampering.
- **Plush toilet paper:** Put the economy paper away and rather indulge yourself and your guests with plush two-ply paper. Take your cue from hotels by installing a Double Toilet Paper Holder from Bathroom Butler to make sure there is always an extra roll on hand when you need it most.

- **Bath gown:** Make your guests feel like they've just stepped into a spa by providing them with their very own bathrobe and slippers. Hang them on glamorous robe hooks, such as Bathroom Butler's 8510 Robe Hook, behind the bathroom door or close to the shower.
- **Flower power:** Keep a bunch of fresh flowers in the bathroom to bring a bit of nature indoors. Choose ones that give off a lovely scent, and regularly refill the vase with fresh water to keep them in top form for longer.
- **Low maintenance:** Install accessories that don't require constant maintenance, as this will eat into your leisure time. Bathroom Butler's RIGID Loc mounting system is ideal because once the accessory is installed it is there for good, leaving you hassle free.

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](http://www.bathroombutler.co.za).

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