PRESS RELEASE

Go green with a heated towel rail

Craig Taylor from leading heated towel rail and bathroom accessory supplier, Bathroom Butler, offers some insight into why heated towel rails are a great way of making your bathroom a more environmentally friendly space.

23 October 2014, Johannesburg: Although heated towel rails are synonymous with bathing luxury, they are actually an incredibly practical, energy-, water- and cost-saving addition to any bathroom space. Craig Taylor from leading heated towel rail and bathroom accessory supplier, Bathroom Butler, explains: "When people think of heated towel rails, they often relate them to a luxury, non-essential item that costs a lot of money to run. However, today, this is just not the case – heated towel rails can be very efficient, and with the right technology, they actually cost very little to run. In fact, they can really help you save money on your monthly utility bills." He says that heated towel rails are a great addition to any green home – here's why:

Added comfort and hygiene

From a practical perspective, Craig offers an overview on how heated towel rails can help you: "Heated towel rails guarantee added luxury to your bathing experience in the form of access to dry, fluffy towels whenever you need them. This is especially practical during the colder winter months, or in very humid areas where towels don't dry quickly. They also promise to improve the hygiene levels of your bathroom space – drying your towels before they can become a damp breeding ground for germs, bacteria and fungus."

Water- and energy-efficient

He says that from a financial perspective, heated towel rails are a very prudent investment, as if they boast the latest technology, they can actually end up saving you money: "With advancements in heated towel rail technology, modern heated towel rails cost very little money to run, and since they will dry your towels after every use, you won't have to wash your towels as often. This will end up saving you money on the energy and water required to run a washing machine, and possibly the use of a tumble dryer, as well as any detergents and fabric softener that you would otherwise require."

Made from Grade 304 stainless steel

For optimum green ratings, it is advisable to opt for a heated towel rail made from Grade 304 stainless steel. Craig explains why: "Stainless steel is one of the few materials that can claim to be 100% recyclable, which means that it can be completely melted down and made into another product without needing to add any virgin material. It can be recycled over and over again, without loss of quality or durability. This greatly reduces any product's overall carbon footprint, as the material it is made from can be re-used time and again. This in turn negates the

need to mine for more resources, which leads to copious amounts of energy being saved and greatly reduces CO2 emissions." Other benefits of Grade 304 stainless steel is that it is an incredibly hygienic material, it boasts a self-repairing layer, it is very durable, it doesn't chip, crack or peel, and it is a really good looking material to boot.

Green technology

Choosing a heated towel rail with the correct technology is pivotal to ensuring that it is energy efficient, says Craig: "In the past, heated towel rails were costly to run. However, today, numerous technologies have been developed to limit the energy consumption of these bathroom beauties – namely DET technology, and temperature control technology." He offers an overview on what makes these technologies so efficient:

DET technology: Today, you can either invest in fluid-filled heated towel rails that operate using Wet element Technology (WET), which heats up the rails via a cartridge element that is immersed into a heat transfer fluid, such as oil or water; or heated towel rails that boast Dry Element Technology (DET), which uses a length of special purpose heating wire installed within the tubes to heat them up. Says Craig: "WET is a comparatively out-dated, slow and inefficient technology, which makes heated towel rails with DET the only real viable option." He explains the many benefits of DET heated towel rails when compared to their WET counterparts:

- **Rapid Heating:** Using this technology, your heated towel rail can heat up to maximum operation within 10 to 15 minutes. This is really quick when compared to a WET heated towel rail, which can take between 60 to 90 minutes to do the same thing.
- **Direct Intelligent Heating:** This technology ensures that only the horizontal bars under the towels are heated up, and not the entire rail. This can save up to 30% in energy costs, since the two posts don't need to be heated.
- **No Leaking:** Since the bars are not fluid-filled, there is no chance of leakages.
- **100% Serviceable:** DET ensures that every part of your heated towel rail is serviceable or replaceable.
- **Dual-entry Electrical Connections:** The heated towel rail is supplied with a left-hand and a right-hand electrical connection, which makes installation easier.
- **Quiet operation:** Heated towel rails using WET often make boiling noises when in operation. Since there is no heated liquid required for heated towel rails using DET, operation is completely silent.
- **Maintenance-free:** Since there is no liquid or moving parts in a DET heated towel rail, they don't need to be serviced regularly.

Controlling the temperature: Being able to control the temperature settings on your heated towel rail plays a pivotal part in increasing its energy efficiency. Thanks to DET technology, all Bathroom Butler's heated towel rails come with built-in temperature controls, so that you can adjust the heat on the rails to suit

the weather conditions, as well as your personal preferences. Bathroom Butler offers two main temperature controls, including:

- **Personal Temperature Selection (PTSelect) Switch:** This is a switch that allows you to manually adjust the temperature of the heated towel rail, as well as being able to switch it on and off. This can reduce running costs by as much as 60%.
- **Total Digital Control (TDC) Timer:** Although all of Bathroom Butler's heated towel rails are able to run 24/7, the TDC Timer allows you to conserve energy by as much as 75% by programming the heated towel rail to switch on automatically when needed, and to switch off when the job is done. It also allows you to switch it on and off manually.

The cost of running a heated towel rail

Craig explains the actual cost of running a heated towel rail: "Working on an average cost of 99 cents per kW/h, and with a 100W heated towel rail that uses 100W of electricity when switched on for an hour, the calculated cost of the electricity required to run a heated towel rail for 24 hours a day, for a month, works out to R71 per month. However, the cost of running the same heated towel rail with a TDC timer, set at 100%, for 6 hours a day for a month works out at a mere R18 per month. The cost of running it with a PTSelect Switch, set at 60%, 24 hours a day for a month is R43 per month. So, as you can see, owning and running a heated towel rail is incredibly affordable, and certainly a lot less than what it would cost you to wash an extra 4 loads of dank towels every month!"

ENDS

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