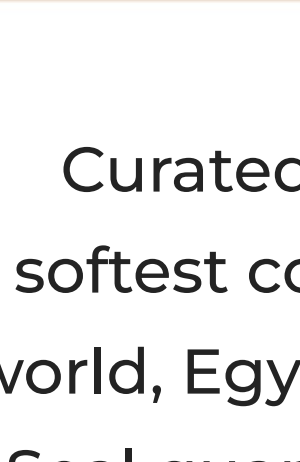
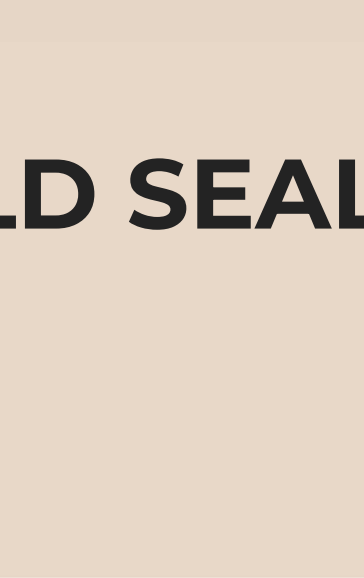
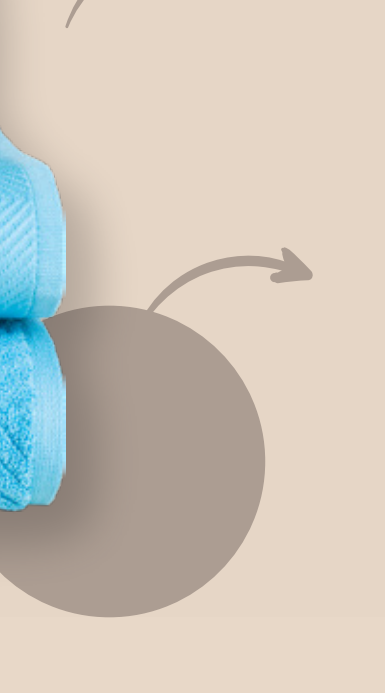
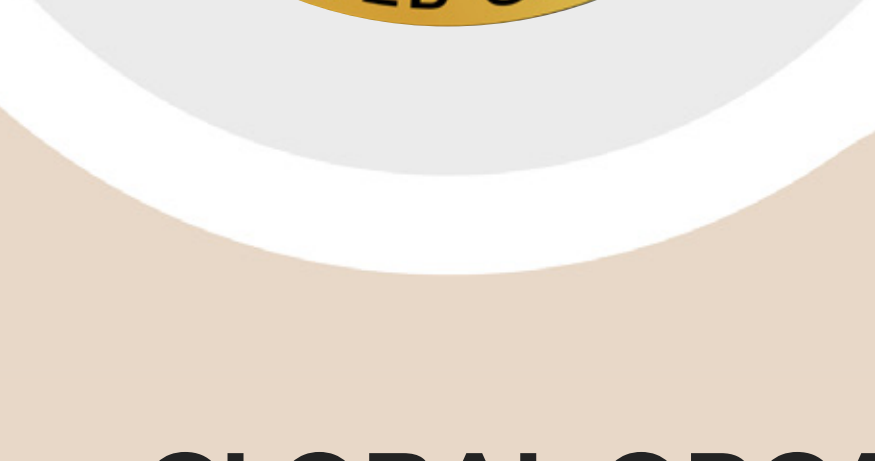


KNOW YOUR TOWEL



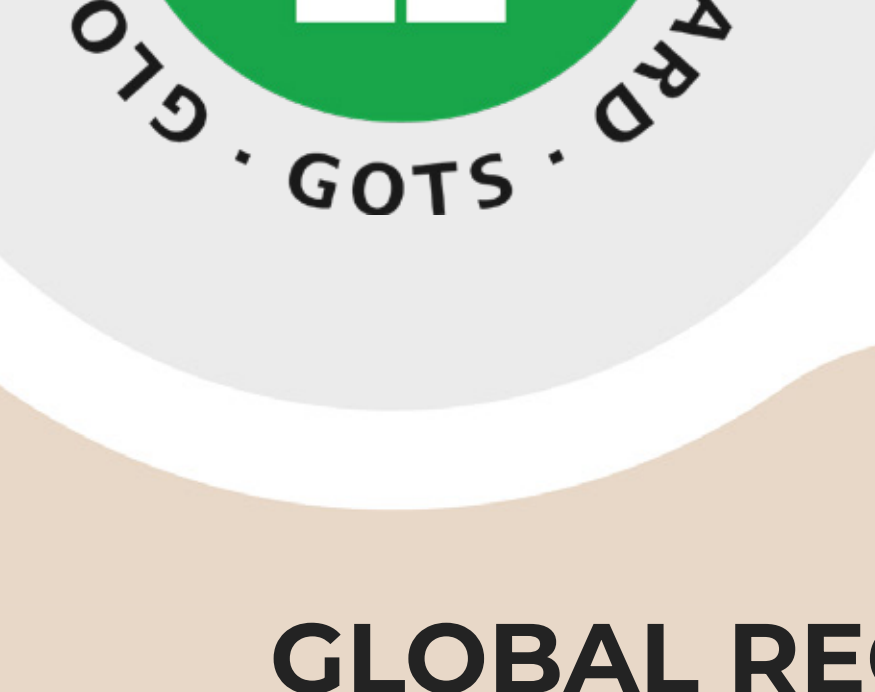


EGYPTIAN GOLD SEAL



Curated from the softest cotton in the world, Egyptian Cotton Seal guarantees that your towels are softer, finer & more durable than any other cotton towel.

GLOBAL ORGANIC TEXTILE STANDARD (GOTS)



GOTS ensures the organic status of your textiles from the harvesting of the raw materials through environmentally & socially responsible manufacturing all the way to labelling.

GLOBAL RECYCLED STANDARD



This ensures that your towels contain at least 20% recycled materials with social & environmental practices, towards a sustainable future.

FAIRTRADE



Fairtrade certification rewards agricultural practices that are environmentally sustainable & help mitigate the effects of towel change.

THE ULTIMATE GUIDE TO CHOOSE A RIGHT TERRY TOWEL...

Source: <https://www.gingersoftware.com/The-ultimate-guide-to-choosing-a-terry-towel/>
<https://www.sustainablejungle.com/sustainable-living/fairtrade-eco-friendly-towels/>

An informed buyer is an effective buyer.

A towel is often considered the cornerstone of any sort of hospitality or healthcare linen offering. It is an item most likely used by every one of its guests and it allows them to transpose themselves, even for a second, back into the comfort and tranquillity of their own home.

Use this guide to look into how a terry towel is made to gain a little knowledge about this critical item and maximize the value of your towel investment today.

QUALITY OF YARN



Every towel is made up of 3 different yarns; the warp (length), the weft (width) and the pile (loop). Weaving warp yarns with weft yarns makes up what is commonly known as the ground of the towel. The pile is formed by an extra warp yarn looping in and out of the ground fabric. This is the part of the towel that comes into contact with a person's skin. Yarn quality is determined by its size and method of spinning. Each of the three yarns in a towel can be made from different yarns, so when deciding on the right towel for your investment, it's important to get informed as to the quality of all three.



TERRY LOOPS



Absorbency is created by maximizing the surface area, therefore a high pile is more absorbent. You will find single or double loops towels. Both can be of great quality. A single loop towel will dry faster. Double loops ones feel more luxurious. Terry towels with a velvet side are created by forming the loops.



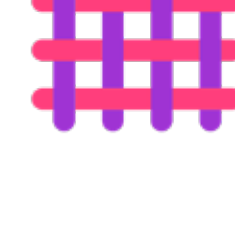
WEIGHT



For any given size, a towel's overall weight is dictated by the size and quality of yarn. There are two main ways to describe a towel's weight: Grams per Square meter (GSM). GSM is a great way to evaluate the density of a towel - a higher GSM will be thicker than a lower GSM. A higher GSM means a more absorbent towel but it will also take more time and energy to dry.



COMPOSITION



The two most common compositions in the world of terry towels are 100% cotton and 80% cotton / 20% polyester. Polyester will typically be found in the ground of the towel and therefore will not directly have contact with the user's skin. Polyester is used to add stability to the towel by helping to control shrinkage and increasing the towel's durability. Cotton blended with other yarns like modal, tencel, linen & bamboo are also available in store.



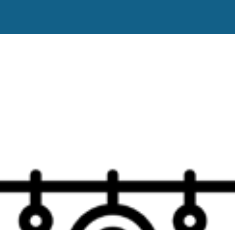
STITCHING AND FINISHING



A double stitch seam and a double-turned edge means that the towel is less likely to unravel after numerous wash. There should be no yarns sticking out at the end of each border.



CARE



OK, now you know how to buy good towels.

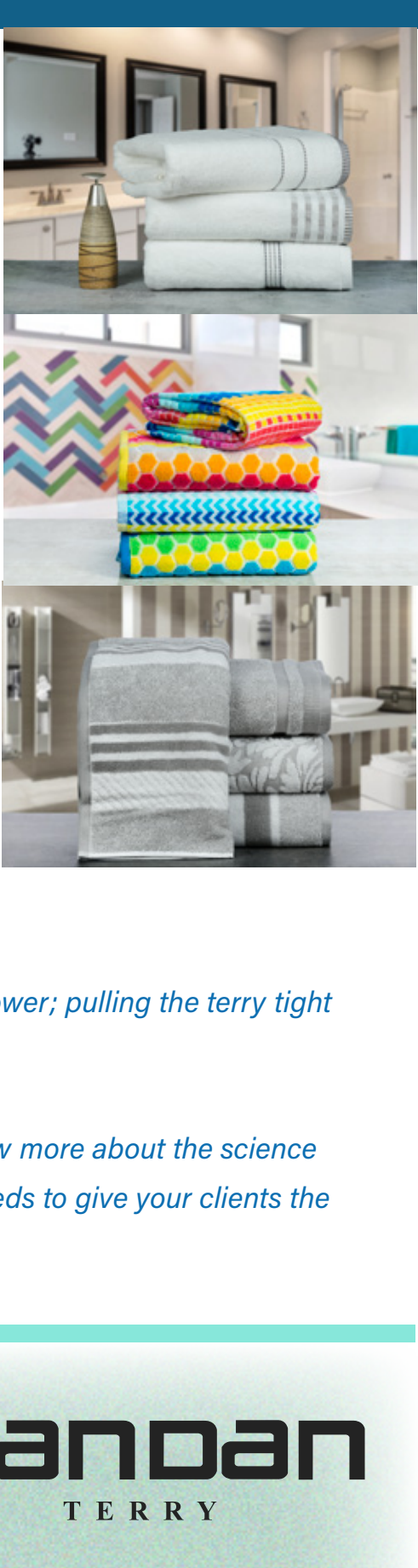
Here's how to care for them:

Skip fabric softeners. They'll leave a residue on your towels that makes them less absorbent. Your Egyptian cotton towels could end up as crappy as \$3 polyester ones.

Wash with vinegar. Put a cupful in the wash with your towels once a month. The vinegar will remove the body oils and soap residue that make towels less absorbent. It also blasts odors.

Say 'no' to towel hooks. Towels hung on hooks dry more slowly than towels hung on bars. Slow-drying towels = mold and bacteria.

Don't iron them. Yes, some people iron their towels. That's bad, because ironing crushes the loops in the fabric, making them less absorbent. It's also bad because ironing towels is a bit much. Really, towel ironers, get a hobby.



There is a certain romance that goes into wrapping yourself in a warm towel as you step out of a shower; pulling the terry tight around you, just like you've always done since you were a little kid.

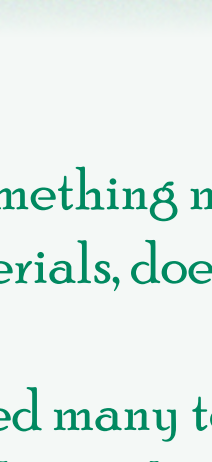
If you've ever reached out to your sales rep and asked for "something fluffy and soft", you now know more about the science behind the making of your towels and can make an informed decision based on your budget and needs to give your clients the very best experience!

WE CHOOSE SUSTAINABILITY





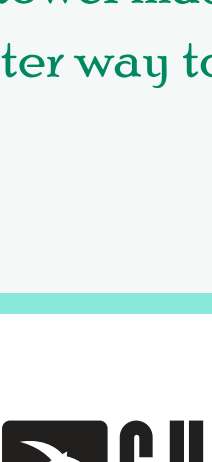
Re-spun 100% cotton



Recycling of fabric scrap



Saving water from irrigating cotton fields



Less weaving time to save energy

It doesn't make sense to take a shower or bath only to wrap up in something made with plastic-containing materials or produced using harmful materials, does it?

To get squeaky clean and stay squeaky clean, we folded and unfolded many towels until we recommend to check out the sustainable stack of bath towels.

Towels don't get much attention, which is surprising since we arguably use them more than any other piece of clothing in our minimalist wardrobe.

All the more reason to make sure it's a sustainable towel, right?

Still, we encourage you to keep using the bath towel collection you have if you can, or at least responsibly dispose of your old towels. Recycling bath towels through craft projects, thrifting, and repurposing is another way to support the environment.

When you're ready for a new set, choosing an eco-friendly bath towel made with natural fabrics is healthier for you and your skin and a better way to keep our planet clean.

SEAL OF TRUST

