

towel specialties

A QUALITY IMPRESSION THAT LASTS

BE A PART OF THE

Towel REvolution!



Corporate buyers steadily use more beach towels each year to enhance their brand's presence.

asi towel supplier of the year spanning over 3 decades (2007-2020)
asi supplier of the year across all product categories, 2018

evolution of a product. evolution of a company. REvolution in an industry.

WELCOME TO TOWEL SPECIALTIES

When we began in 1985, white beach towels were largely viewed as handouts at corporate travel events.



FROM EVOLUTION TO REVOLUTION. WHAT HAPPENED?

Over time, beach towels evolved from embroidered or screenprinted logos on a white towel to Tone on Tone on colored towels, to our recent ColorFusion™ edge-to-edge full-color sublimation. Their popularity grew when we introduced fashion-forward textures, fringes, shapes and diverse color palettes. Today, with technology and our innovation, beach towels closely match what buyers have envisioned for decades.

In the 2020's, anything is possible on a towel. And more corporate buyers are making them a part of their promotional product mix everywhere and every day. The beach towel revolution is here!

where are beach towels usually shipped?

80%
are shipped here



SURPRISE!

While most people think they are shipped to corporate events held at beach resorts, the evidence proves otherwise. Most beach towels are shipped to office buildings, hospitals and other destinations in most major markets across America.

20%
are shipped here





overcoming the hurdles means more beach towel sales

the more you know, the more you can help your customers.

HURDLE

#1

“We don’t have any incentive trips coming up.”

THE LEAPOVER FACT:

“80% of beach towel orders ship inland for company picnics, employee and volunteer recognition, a gift with purchase, behavioral incentives, open an account, brand awareness, goodwill, thank you gifts, and many other uses.”

HURDLE

#2

“My clients don’t ask for beach towels...so I don’t show them.”

THE LEAPOVER FACT:

“They’re one of the industry’s fastest growing categories because many promotional products distributors have embraced and championed beach towels. **It’s time to join the revolution.**”

HURDLE

#3

“I want to learn more about towel specifications...and I don’t know where to start.”

THE LEAPOVER FACT:

“Towel specifications are depicted in pounds per dozen (lbs./doz.). With ‘towel-gebra’, simply divide the pounds by 12 to determine the weight of an individual towel. For a quick reference, the most popular towels are:

- 24” x 48”, 6.5 lbs./doz.
- 30” x 60”, from 10-12 lbs./doz.
- 35” x 60”, from 14-15 lbs./doz.
- 40” x 70”, from 20-24 lbs./doz.”

HURDLE

#4

“Beach towels are not within my budget.”

THE LEAPOVER FACT:

“Towel Specialties and Xpress Towels have options for beach towels starting as low as \$10.75(r).”

Client Action Plan

My favorite beach towel at home is _____ years old.

I won't wait for clients to ask me for beach towels,
I will present them for the following promotional needs:

- Thank you gift
- On-line store
- Gift with purchase
- Company picnic
- Safety program
- Employee recognition
- Corporate travel

SELL TOWELS!



My action plan for success is to make a beach towel presentation to these clients:

Client #1: _____

Product: _____

- Order Random Sample Order Virtual Sample Order Spec sample

Client #2: _____

Product: _____

- Order Random Sample Order Virtual Sample Order Spec sample

Client #3: _____

Product: _____

- Order Random Sample Order Virtual Sample Order Spec sample

My clients will consider buying beach towels because (check all that apply):

- Average lifespan is 15 years
- Enormous imprint area
- No sizing issues
- Sustainability
- Unisex appeal

towel specialties has the 'ability' to appeal to everyone.

sustain • ability

Plastic products and plastic packaging are a global problem. But you'll never have to worry about that with beach towels from Towel Specialties. Beach towels complement a circular economy because they last for so many years and contribute less waste.



adapt • ability



Financial Institutions



Educational Institutions



Real Estate Firms



Healthcare providers

Beach towels are popular in the financial, educational, real estate and healthcare industries. They're also widely used at company picnics and for employee and volunteer recognition, gift with purchase, behavioral and open-an-account incentives, brand awareness, and thank-you gifts.

dur • ability

MAXIMUM ROI!! The average beach towel lasts 15 years (180 months). According to the Advertising Specialty Institute, here is the average lifespan of popular promotional products:

NUMBER OF MONTHS PROMOTIONAL PRODUCTS ARE KEPT	
Beach Towels	15 YEARS = Maximum ROI 180
UMBRELLAS	14
MOBILE POWER BANKS	12
CALENDARS	12
OUTERWEAR & FLEECE	9
USB DRIVES	8
DRINKWARE	8
BAGS	7
CAPS & HEADWEAR	7
DESK/OFFICE ACCESSORIES	7
T-SHIRTS	6
WRITING INSTRUMENTS	6
HEALTH/SAFETY PRODUCTS	6

Source: Advertising Specialty Institute, green bars only

other products pale in comparison to a TOWEL SPECIALTIES BEACH TOWEL!



When given a choice between a beach towel and comparably priced products (hats, drinkware, bags, wearables, padfolios, etc.), **seven out of ten corporate buyers select beach towels**. The **durability, unisex appeal and oversized imprint area** attract buyers the most. And since recipients use their beach towels year after year, they make a long-lasting impression. If you haven't considered beach towels before, **now is the time!**



There's only one #1!

- 14-time ASI Counselor Magazine Distributor Choice Award Winner, "Best Towel and Robe Supplier", as voted on by Promotional Products Distributors, 2007-2020
- Selected as Supplier of the Year by ASI, 2018 across all product categories.
- PromoMarketing Magazine Supplier Excellence Award Winner for 8 consecutive years, "Towels and Textiles".
- 10 First Place SGIA Golden Image Awards for excellence in decorating non-wearable textiles.

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