

UNTHINK

how YOU think about beach towels 4.0!

Where you THINK beach towels
are handed out...



But they're REALLY distributed here,
BEYOND THE BEACH



towel specialties

A QUALITY IMPRESSION THAT LASTS

ASI TOWEL SUPPLIER OF THE YEAR, 13 CONSECUTIVE YEARS, 2007-2019
ASI SUPPLIER OF THE YEAR ACROSS ALL PRODUCT CATEGORIES, 2018

12% of Beach Towel orders come from Educational Institutions



- High schools
- Colleges
- Teams
- Trade schools
- Fund raisers
- Fraternities/Sororities
- Alumni associations

WHERE ARE BEACH TOWELS USUALLY SHIPPED?

SURPRISE! While most people think they are shipped to corporate events held at beach resorts, the evidence proves otherwise.

◀ **80% HERE** **20% HERE** ▶

Most beach towels are shipped to office buildings, hospitals and other destinations in most major markets across America.



13% of Beach Towel orders come from Financial Institutions



- Banks
- Credit card companies
- Credit unions
- Investment firms

HOW LONG HAVE YOU HAD YOUR FAVORITE BEACH TOWEL?

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

Beach Towels	180 months
Umbrellas	14 months
Mobile Power Banks, Calendars	12 months
Outerwear & Fleece	9 months
USB Drives, Drinkware	8 months
Bags, Caps, Desk/Office Accessories	7 months
T-Shirts, Writing Instruments, Health/Safety Products	6 months

While the life span of most promotional products is measured in months, the longevity of a beach towel is measured in years.

15% of Beach Towel orders come from the Healthcare Industry



- Hospitals & clinics
- Doctors, nurses & dentists
- Patient appreciation
- Referrals
- Safety awareness
- Employee recognition

WHO BUYS THE OTHER 60% OF OUR BEACH TOWELS?

While buyers in the Education, Financial and Healthcare sectors account for most beach towel sales, our research shows that these are the other top users:

Swim Teams

Food & Beverage Companies

Real Estate Firms

Technology Companies

Automotive Manufacturers/Dealers

Resorts/Property Rentals

Hotels/Casinos

Charitable Organizations

Boat Manufacturers/Dealers

Law Firms

Retail Stores

Public Utilities

Insurance Companies

Entertainment (TV/Film/Radio)

Transportation Providers

KEEP BEACH TOWELS TOP OF MIND FOR ALL OF YOUR PROMOTIONS!

Success stories from frequent beach towel users.

CREDIT UNION

New customers received beach towels as an appreciation gift. Shipped 60,000 towels in February to a Washington, D.C. location.

SOFTWARE GIANT

Built brand awareness with 40" x 70" beach towels at a charity event.

INSURANCE FIRM

Sold beach towels through company web store for employees and customers. 2,400 units ordered so far.



HOSPITAL

Beach towels given to doctors, nurses and staff as recognition and service gifts. Selected because of its unisex appeal, various job functions and age/ income demographics.

BLOOD BANK

Donors received points for each blood donation. Accumulated points were redeemed for beach towels.

SEVEN OUT OF TEN CORPORATE BUYERS CHOOSE... THE BEACH TOWEL



When given a choice between a beach towel and comparably priced products, (hats, drinkware, bags, wearables, padfolios, etc.) **7 out of 10 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!

- Selected as Supplier of the Year by ASI, 2018 across all product categories.
- 13-time ASI Counselor Magazine Distributor Choice Award Winner, "Best Towel and Robe Supplier", as voted on by Promotional Products Distributors, 2007-2019
- PromoMarketing Magazine Supplier Excellence Award Winner for 7 consecutive years, "Towels and Textiles".
- 9 First Place SGIA Golden Image Awards for excellence in decorating non-wearable textiles

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