

## Towel Buying Guide

Selecting the right bath towel for everyday use or as a fashion statement can be difficult. With many factors to consider, here is a helpful guide to weave you through the process of finding the perfect towel for you.

### **Fabric**

Most towels are made of cotton, but the look and feel of towels largely depends on what type of cotton is used.

**Egyptian** cotton is considered the king of cottons for its extra long staple and highly absorbent fibrous threads.

This breathable cotton is grown along the fertile Nile River Valley.

**Microcotton**<sup>®</sup> is the trademarked cotton from India, known for a high-quality, long staple-fiber with high absorbency. Its soft and plush fibers create a fluffy towel with a suede-like texture.

**Supima**<sup>®</sup> is the trademarked superior version of pima cotton which is made from the very same plant as Egyptian cotton. It is grown exclusively in the US by certified farmers. While it produces shorter threads than Egyptian cotton, it is a bit more durable.

**Bamboo** is a natural sustainable fiber that is blended with cotton. It is very absorbent and possesses a natural silky sheen.

**Turkish** is a long staple cotton that is grown exclusively in Turkey. Considered a premium cotton, it is often noted for its natural sheen and extra durability.

Consider Bath Towel Construction

### **Construction**

The construction will always affect how long a towel will last and how comfortable it feels on your skin. Loops make towels more absorbent while twists make them more durable. Twist refers to the number of twists per inch of yarn. The lower the amount of twist in a yarn, the more plush the towel will be. A high twist adds strength and uniformity to a yarn, resulting in a more durable, substantial-feeling towel.

**Combed** cotton is combed to remove all debris, and short threads making the cotton uniform and straight.

**Ring Spun** cotton is where the short and long fibers are spun together, making a stronger yet finer yarn for better feel and durability. This method produces a more refined feel than that of a basic combed cotton yarn.

**Two Ply** cotton doubles the amount of yarn used to make a very durable, absorbent, dense and substantial feeling towel.

**Zero Twist** has zero twists of yarn per square inch, making the fabric more plush.

### **Size**

Bath Towel: Measures approximately 27x52"

Hand Towel: Measures approximately 16x30"

Wash Cloth: Measures approximately 13x13"

Fingertip Towel: Measures approximately 11x18"

Bath Mat: Measures approximately 27x52"

### **Care**

Get years of use out of your new bath towels by following these simple towel-care tips:

**Wash Before Use** - Washing your towels before using them for the first time will help set the color, improve absorbence and reduce lint.

**Avoid Fabric Softeners** - They leave residue on the fibers that will reduce absorbency and stiffen the pile.

**Drying** - high heat damages the cotton fibers, try a lower heat setting.

**Vinegar** - Add one cup of distilled white vinegar to the wash periodically to remove residue, improve absorbency and combat the musty smell sometimes found in damp towels.

**Skin Care Products** - Avoid contact with skin care products to help minimize towel spotting and bleaching.