

# TOWEL GUIDE



MATERIAL

WEIGHT

SIZE

CARE

When purchasing towels, there are three things to consider: material, weight, and size. To ensure longevity, the proper care is also needed. Refresh your current staples or find your new perfect towel. Everything you need to know is here in our handy towel guide.

## Materials



Begin by choosing your towel fabric based on its softness, level of absorbency, and durability. The Company Store® offers six types of materials with different comfort levels.

**Bamboo/Cotton** - Bamboo from rayon and cotton blend. Bamboo is a natural, eco-friendly fiber. It is anti-bacterial and silky soft.

**Microcotton** - Green Earth® Towels are made from super fine, extra-long staple cotton. They are produced using eco-friendly manufacturing processes.

**Turkish Cotton** - Grown exclusively in Turkey, this is a premium cotton featuring an extra-long staple. This long staple creates a towel with a high level of comfort, absorbency, and durability.

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**Organic Cotton** – Certified to meet the Global Organic Textile Standard (GOTS), towels made from organic cotton are made from cotton grown without the use of toxic pesticides, herbicides, and fertilizers.

**Egyptian Cotton** – Grown in Egypt's warm climate and prized for its extra-long, fibrous threads, this density produces a highly absorbent cotton that is strong, yet breathable and exceptionally durable.

**Supima Cotton** – Considered the cashmere of cotton, Supima is often grown in the warm, dry climate of the southwestern United States. Supima cotton is known for its rich, extra-long fibers prized for their strength and absorbency.

## Care

Proper towel care can extend the life of your towels and maintain their softness and absorbency. Check out our expert tips to help make your towels stand the test of time.

- Wash towels before first use.
- Wash like colors together.
- Avoid using fabric softeners—the use of fabric softener can deteriorate the towel fibers and reduce their absorbency.
- Give your towels a shake when take them out of the washer. This will help fluff the terry loops that aid absorbency. Don't iron terry towels; this will reduce absorbency.
- Ensure that towels are dry when you remove them from the dryer. Even slightly damp towels can quickly mildew, but avoid overdrying; it can destroy the integrity of the individual cotton fibers.
- Avoid contact with skin care products to help minimize towel spotting and bleaching.

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## Size

Most bath towel collections offer a variety of sizes to fit your space, budget, and personal preference.

TOWEL	SIZE	USE
Washcloth	12 in. x 12 in. , 13 in. x 13 in. , 12 in. x 14 in.	This small square towel is used to wash your body or face rather than to dry off. Most are sold in sets of 2.
Tip Towel	11 in. x 18 in. , 12 in. x 18 in. , 14 in. x 20 in.	This towel is smaller than a hand towel and is used for drying hands. Perfect for the powder room or a guest bathroom. Sold in sets of 2.
Hand Towel	16 in. x 30 in. , 18 in. x 30 in. , 19 in. x 30 in.	This everyday towel gets plenty of usage drying hands after hand washing. It is also great as a decorative accent.
Bath Towel	30 in. x 54 in. , 30 in. x 56 in.	The essential, do-it-all towel used for drying your body or wrapping wet hair after a shower.
Bath Sheet	35 in. x 68 in. , 39 in. x 68 in. , 40 in. x 68 in.	A bit more indulgent than a standard towel, this oversized towel is ideal for those who prefer more coverage after a shower or bath.
Bath Mat	20 in. x 35 in. , 20 in. x 36 in. , 22 in. x 35 in.	Used to keep floor dry when stepping out of the shower or tub.

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## Weight

Fabric weight is measured in GSM, or grams per square meter. This number refers to the density of the towel. GSM varies between 300 to 900 for bath towels.

### **300 - 400 GSM**

These towels are lightweight, allowing quicker dry-time. Depending on its use, you may want a lower GSM.

### **400 - 620 GSM**

Perfect for bath towels and guest towels, this is the ideal medium weight. Each consecutive weight—400, 500, and 620—gets thicker and more absorbent.

### **620 - 900 GSM**

Considered the premium luxury weight, these towels will be denser, thicker, and more absorbent.