



LDB Interior Textiles November 2015

Micro Cotton Introduces Superb ▶

The Superb towel from Micro Cotton®, made with special, extra-long staple cotton, has double the absorbency of similar constructions offered in the marketplace. With a cashmere-like texture and fashionable dobby design, it features a unique pile construction with low lint and pill. Towel colors stay vibrant due to the brand's color-lock technology, which helps colors resist fading for up to 30 washes.



Micro Cotton®, owned by Sharadha Terry Products Ltd. based in Coimbatore, India, specializes in creating innovative cotton fiber constructions that affect towel performance and function. It recently introduced the Superb towel, which the company claims has double the absorbency of similar constructions available in the marketplace. Softness and absorbency don't always go hand-in-hand, but the Superb has achieved that with its soft, cashmere-like texture, in addition to a fashionable dobby design. The unique pile construction, which makes the towel lightweight, but lofty, also is very low lint and low pill.

In addition, Micro Cotton®'s Fall 2016 product introductions are broken down into various lines catering to specific needs within the consumer landscape, such as: Essential, Signature, Spa, Elements and Limited Edition. Each line has its own signature design elements that capture current styles, trends and color palettes. As with all Micro Cotton® towels, each new product is made with special, extra-long staple cotton for softness. Towel colors stay vibrant due to the brand's color-lock technology, which helps colors resist fading for up to 30 washes.

RESOURCES

- Micro Cotton® from Sharadha Terry Products Ltd.,
+91 (4254) 223450, microcotton.com



Caro Home Offers Something For Kids

The Caro Kids Dumbo Dot towel and wash mitt set is designed as much with grown ups in mind as kids. The set includes a 27- by 50-inch hooded towel and a 6- by 8-inch mitt that makes washing kids easy. Made with plush, absorbent cotton, the set is offered in dream pink dot, kids silver and seagles.

BY WANDA JANKOWSKI

Christy Goes Egyptian

Renaissance towels are made with the highest quality Egyptian cotton sourced from specific areas of the Nile Delta. The yarn guarantees outstanding performance, absorbency, durability and softness.



Towel Trends

A roundup of fresh resources is accompanied by insights from leading suppliers on consumer attractors and new technologies

Bath towel shopping for consumers can be tricky. What looks good on the retail floor or on the e-commerce web page may not function well once it's purchased and used at home. Buying on looks or price doesn't mean that consumers don't have high expectations for performance. Leading suppliers weigh in on what consumers are looking for today and the kinds of new technologies pushing the envelope in towel functionality.



Home Source Int'l Egyptian Cotton

The 100 percent Egyptian cotton towels include color-coordinated decorative dobby borders. In keeping with the company's core model of providing high-quality products at an affordable price, these towels are exceptionally soft, absorbent and classic in style. They are offered in six colors, and in bath, hand and washcloth sizes. The dye lots coordinate with the company's Egyptian cotton non-slip rugs.

Peacock Alley's Jubilee

Jubilee is made with 100 percent long-staple cotton and features a textural granite weave. The towel is offered in an array of colors, including driftwood, flint, ginger, ivory, linen, nude, sapphires, sea glass, wheat and white (not shown).



What Do Consumers Want?

What consumers base their purchasing decisions on and how they expect the towel to perform can be two different things. What qualities are most important to them when purchasing? According to Rick Lipson, executive vice-president, Home Fashion Division, Baltic Linen Company, "Loft—the illusion that more is better, fully appeals to the American consumer. In store, they are making their decisions based on color first and they are then smoothing their hands across the face of the towel to see how soft it is to the touch. Once they satisfy these first two criteria, they will look at the price. And maybe size."

Nancy Golden, senior vice-president marketing, Webspun, concurs. "With color the motivating factor, she wants both fashion and function. Whether she is paying \$2.00 or \$20.00, it is important that she is able to select a towel that feels right to her."

"We used to believe that color was the key attraction," says Rae Ellen Blum, co-president, Espalma By Cobra/Lintex Linens. "Now it becomes the 'touch' in back-and-forth—softness, then color and if the price is correct, a home run."

"But, on the other hand, you have the internet boom, so the theory equation changes. The consumer either recognizes the product or the picture is worth a thousand words and it is a fabulous lofty towel with great colors and the price is amazing," Blum concludes.

When a consumer gets the towel home and uses

Welspun

Hygro® Cotton Blooms ▶

This towel is made with Welspun's Hygro® Cotton so it's more absorbent and "blooms," becoming softer and fluffier with each wash. The towels are offered in sets of six pieces that include two bath towels, two hand towels and two washcloths. Six color options are available. Made in India, they coordinate with HygroSoft cotton bath rugs.



Micro Cotton

Introduces Superb ▶

The Superb towel from Micro Cotton® is made with special, extra-long staple cotton, has double the absorbency of similar constructions offered in the marketplace. With a cashmere-like texture and fashionable dobby design, it features a unique pile construction with low lint and pill. Towel colors stay vibrant due to the brand's color-lock technology, which helps colors resist fading for up to 30 washes.



Turkey-Made Jacquard From Choertex ▶

The Westport Towel Collection is made in Turkey with 100 percent combed cotton. The embellished and textured jacquard towel grouping includes bath and hand towels, bath sheets and washcloths.



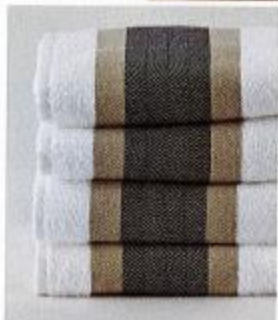
It, the expectation is, says Lipton, "A soft hand and measurable absorbency that will not lint excessively when laundered."

"I have found that the most important quality that consumers are looking for in a towel is absorbency," says Nikki Rhodes, East Coast sales executive, Home Source International. "You can have a beautifully designed towel that is very soft, but if it isn't absorbent, then it isn't doing its job. Durability is another important quality. When consumers do find that perfect towel, they want it to last."

A Sampling Of New Technologies

No matter how great the towel looks and feels, if it doesn't absorb moisture well, dry in a reasonable amount of time, remain low in lint and pilling, and is not durable, the consumer will be choosing a different brand during the next shopping trip. Suppliers are constantly exploring new ways to improve the performance of towels, experimenting and innovating with new materials, and fiber constructions and weaves.

Golden states, "Welspun specializes in innovation. Our patented Hygro® Cotton towel actually gets fluffier and softer wash after wash. It is highly absorbent and



Traditions Goes Portuguese ▲

Vienna, made in Portugal, is a 500-gram cotton terry towel that includes an applied decorative trim in multi-colored herringbone pattern. The towel can be washed and dried, but is intended primarily to be used for decorative purposes.



Baltic Linen Co.'s Turkish Towels ▲

The Pure Elegance Turkish Towel Collection from Baltic Linen Company includes solid color towels in confectioner's colors that are complemented by the Martine design, a shared jam-dyed jacquard with a botanical motif and Marais, a bold jam-dyed stripe reversing to a coordinating thin stripe.

Melange Home's Turkish Towels ▼

These 100 percent cotton Turkish towels are shown in sea green and crystal blue. Also available are complementary 100 percent cotton Turkish bathrobes.



Zero Twist From Espalma By Cobra/Lintex Linens ▲

The Enchanted Garden zero-twist jacquard towel is made with 100 percent cotton. The design is available in silver and chocolate, and in three sizes: 27- by 54-inch bath towel, 18- by 28-inch hand towel and 13- by 13-inch washcloth.



Pendleton Oversizes ▲

Pendleton's Oversize Jacquard Towels are rendered in dynamic blanket patterns. The 530 gsm, 100 percent cotton towels measure 40 by 70 inches and are machine washable.

Vossen's Supersoft ▼

Vanna Style Supersoft towels are made with the company's proprietary 100 percent Super-Soft Cotton with A/Rflow technology that reduces linting. The technology involves an absorbent air cushion inside the fiber structure that allows moisture to absorb immediately into the towel. Featuring a tone-on-tone border, the towels are available in eight sizes and 26 harmonious colors. They are Oeko-Tex® Standard certified, which insures products do not contain chemicals harmful to humans.



can now also be quick dry."

"We are utilizing factories that are environmentally sound and are using waste and dye recycling facilities at their plants," Lipton reveals. "We are also working with technically advanced yarn spinners that have created dual-core yarns for us: one yarn for strength and the second twisted around the first for softness, absorbency and the need for less dye to saturate and hold true color."

At Lintex, Blum explains, "We are using more new blends to create textures—cotton chenille mixed with mingled yarns with different weaves. The end result is that the consumer wants a towel that absorbs and dries quickly."

"Home Source specializes in fabric stores and we are known for using the highest quality and certified yarns to manufacture our products," says Rhodes. "Like pioneering the industry-changing zero-twist towels and manufacturing 100 percent certified Egyptian cotton and bamboo/cotton towels. We are always searching and working with manufacturers to create the newest and best that technology has to offer."

Micro Cotton®, owned by Sharadha Terry Products Ltd. based in Coimbatore, India, specializes in creating innovative cotton fiber constructions that affect towel performance and function. It recently introduced the Superb towel, which the company claims has double the absorbency of similar constructions available in the marketplace. Softness and absorbency don't always go hand-in-hand, but the Superb has achieved that with its soft, cashmere-like texture, in addition to a fashionable dobby design. The unique pile construction, which makes the towel lightweight, but lofty, also is very low lint and low pill.

In addition, Micro Cotton®'s Fall 2016 product introductions are broken down into various lines catering to specific needs within the consumer landscape, such as: Essential, Signature, Spa, Elements and Limited Edition. Each line has its own signature design elements that capture current styles, trends and color palettes. As with all Micro Cotton® towels, each new product is made with special, extra-long staple cotton for softness. Towel colors stay vibrant due to the brand's color-lock technology, which helps colors resist fading for up to 30 washes.



LinenMe's Waffle & Terry Linen
 Shown are two towel styles from LinenMe. The Washed Waffle Collection includes honeycomb wovens, 100 percent linen bath towels. Garment-wash technology ensures softness and the ability to retain shape after washing. Sizes offered: 29- by 63-inch and 30- by 51-inch bath towels and 20- by 28-inch hand towels. In 2016, the company is introducing Linen Terry Towels made with 100 percent linen, or 50 percent linen, 50 percent cotton loops in a 100 percent cotton base. These fabrics are very absorbent and long lasting. They can be used for production unwashed to keep unique massage effect or be mechanically softened for comfort.

Avanti's Successful Alexa Expands

Core towel program, Alexa, was so successful in one category in its showing at March 2015 NYC Market, that it has been expanded into a total of six colorways. This modern take on a graphic pattern is embellished with metallic treatments and made with sheared velour in 100 percent cotton. The towels are made in Canada and embellished in the U.S. of imported materials. The grouping includes bath, hand and fingertip towels and washcloths.



Organic Option From Coyuchi

Cloud Loom towels are made with long-staple organic Turkish cotton spun into fine yarns and loom woven into long, single loops to make the most of the fiber's length. The result is an absorbent, lofty towel with a soft pile that feels plush yet lightweight. The cotton is 100 percent organic and certified to the Global Organic Textile Standard (GOTS). Colors offered include alpine white, dune, natural, palest ocean and slate.



Home Treasures' Customized Looks

The Antalya Towel Collection features scalloped piping on a soft, plush and absorbent 550-gram, zero-twist Turkish terry towel. Since the company's goods are made to order in the U.S., any size can be specified. Standard sizes for stocking purposes include face, fingertip, hand and bath towels, bath sheet and bath mat. The towels are offered in white, ivory, oyster, sea, candlelight and summer brown, which coordinate with the company's sheeting collection. The screen piping is available in more than 100 color options.



For LinenMe, it's not all just about cotton when it comes to bath towels. That company offers linen bath towels, such as the Washed Waffle Collection made with 100 percent linen. The towels are garment washed to insure softness and allow for shape retention after laundering. In 2016, LinenMe will introduce Linen Terry towels made with 100 percent linen, or 50 percent cotton, 50 percent linen loops on a 100 percent cotton base.

Presented in this article as well is an array of fresh towel offerings, from workhorse master bath performers to decorative powder room options, offered by a wide range of companies. Towel suppliers are hard at work creating options to meet the needs of consumers from towel purchase through performance.

RESOURCES

- Avanti Linens, 800-360-0836, avanti.com
- Balk Linen Company, 800-412-5842, balklinens.com
- Caro Home, 212-679-4531, carohome.com
- Charles USA, 914-930-8440, charles-usa.com
- Christy Lifestyle LLC, 800-261-6326, christylifestyle.com
- Coyuchi, 888-618-8847, coyuchi.com
- Espalms By Cobra Linen Lines, 212-679-8046, espalms.com
- Home Source International, Inc., 404-620-2586, homesourceint.com
- Home Treasures, Inc., 713-937-7716, hometreasureslinens.com
- LinenMe, 212-233-2929, linenme.com
- Melange Home, 212-689-2002, melangehome.com
- Micro Cotton® from Sharada Terry Products Ltd., +91 (4294) 223490, microcotton.com
- Peacock Alley, 800-375-0794, peacockalley.com
- Pendleton Woolen Mills, 503-236-4801, pendleton-usa.com
- Tradition Linens, 518-851-3975, traditionlinens.com
- Yarnum through Stellar Alliance, 212-563-6305
- Weliqua, 212-620-2000, weliqua.com