

VERSATOWEL™
HAND-WASH TOWEL



VERSATOWEL™
Performance Terry by Standard Textile



Room Ready For You laundered with Tide

Room Ready For You[®]
laundered with Tide[®] products
are delivered clean, fresh, and
ready to use right out of the box,
bypassing the time, labor, and
costs of up-front processing.



OneSTEP[®] products provide both
the laundry and housekeeping
professional with One Solution To
Enhance Productivity. EZ ID[®] size
identification, braided selvages,
dimensionally stabilized dobby
borders, and wash towels that last
longer than traditional washcloths.

SUSTAINABLE INNOVATION FOR COST-SAVINGS.

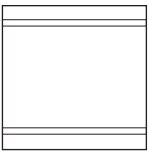
SUSTAINABILITY AND SAVINGS TOGETHER

We partnered with a prominent customer to come
up with a solution that would not only address their
brand's sustainability goals, but also reduce the
number of SKUs carried and lower overall costs.
Introducing...the innovative VersaTowel™.

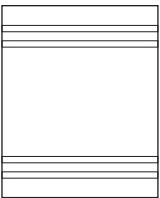
HYBRID TOWEL SERVES DUAL PURPOSES

The VersaTowel™ Hand-Wash Towel serves
the functions for both hand and wash towels—
eliminating the need to stock both items. This hybrid
towel reduces waste and water usage, as well as
lowers total terry acquisition costs. Housekeepers
save space on their cleaning cart since they only
need to stock one towel rather than two.

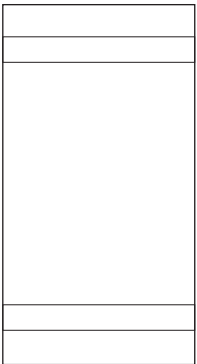
At 13" x 16", this uniquely sized towel provides
guests with the option to use it as either a hand
towel or washcloth. The VersaTowel™ Hand-Wash
Towel is a cotton-poly blend with a double cam
border on each end that comes Room Ready For
You[®] Laundered with Tide[®], clean and ready for
immediate use.



12" x 12"
Wash Towel



13" x 16"
VersaTowel™



16" x 30"
Hand Towel

To learn more about Standard Textile's VersaTowel™,
or to contact a dedicated hospitality consultant, visit
standardtextile.com or call 1.800.323.5246.



1.800.323.5246
STANDARDTEXTILE.COM

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