

FOREVERSOFT™

Made in USA



FOREVERSOFT™
Performance Terry by Standard Textile

STANDARD
TEXTILE est. 1940



Centium Core Technology® is a patented weaving technology that dramatically improves product tensile strength, extends service life, and enhances performance.



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.



Made in USA products stimulate domestic job growth, foster innovation in advanced manufacturing, and utilize local sources for raw materials.

A BOLD STATEMENT. A BOLD INNOVATION.

SOFTNESS THAT LASTS

ForeverSoft™ is more than a name. Uniquely engineered ultra-soft pile yarns start soft and stay soft, wash after wash, throughout service life. Patented Centium Core Technology® improves product tensile strength, extends service life, and enhances performance. Finished with a beautiful honeycomb dobby hem.

REDUCED ENVIRONMENTAL IMPACT

Guests appreciate green programs, but they don't want the initiatives to impact the quality of their hotel experience. ForeverSoft™ terry provides the softness and absorbency guests desire, while reducing the environmental impact of your operation. An inherently fast-drying foundation saves processing and replacement costs.



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



CENTIUM CORE
TECHNOLOGY®



ROOM READY FOR
YOU® LAUNDERED
WITH TIDE®



ONE STEP®



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