

ELEVATIONS™



ELEVATIONS™  
Performance Terry by Standard Textile

**STANDARD**  
TEXTILE est. 1940





## Centium Core Technology®

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

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®

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.

# PERFORMANCE WHERE IT MATTERS MOST.

## DESIGNED FOR PERFORMANCE

Elevations™ is an innovative concept in performance terry. Featuring the Comfort Experience Zone™—a targeted weight distribution that focuses loft and absorbency in the center of the towel—where performance matters most. Woven dobby designs accent each end of the towel to create a nearly indiscernible variance in loft. The result is a towel that offers measurable laundry savings.

## ENGINEERED FOR DURABILITY

Elevations™ towels are woven with 100% ring-spun cotton loops for a desirable hand. Proprietary high-density, multilayer selvages or hemmed sides ensure a durable construction. Manufactured with Centium Core Technology® means Elevations™ towels stand up to industrial laundering for a longer service life. And, Elevations™ towels arrive Room Ready For You® laundered with Tide®, ready to use right out of the box. You save time, labor and the costs of up-front processing.

To learn more about Standard Textile's Elevations™ terry, or to contact a dedicated hospitality consultant, visit [standardtextile.com](http://standardtextile.com) or call 1.800.323.5246.



Horizon



Rainfall



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