

Labels

professional understatement

Technique

Labels are woven or printed. Woven labels have excellent washing characteristics as motives are woven with polyester yarns. Printed labels are less washing-resistant but allow more colours.

Recommendation

Kind of label: we generally recommend woven labels.

Design: logo is on the front side; on the back side are washing instructions with symbols and address of importer according to EU product security law (if required).

Quantity of colours: maximum 8 colours.

Maximum size: size is variable but should be no more than 5 x 5 cm.

Position on towels: upside, either concentric or sideways in combination with a cord hanger.

Position on bath robes: Inside neck, with additional hanger.

Use

In laundries very important for marking articles. A distinctive means and discreet branding for hotels. Also with noble touch for promotional articles.

Embroidery – Examples for minimum quantities

Article	400 gsm	500 gsm	600 gsm
Hand towels 50 x 100 cm	600 pcs.	500 pcs.	400 pcs.
Bath towels 70 x 140 cm	300 pcs.	250 pcs.	200 pcs.
Large bath towel 100 x 150 cm	200 pcs.	175 pcs.	150 pcs.
Super towel 100 x 180 cm	175 pcs.	150 pcs.	120 pcs.
Super sheet 100 x 200 cm	150 pcs.	125 pcs.	100 pcs.
Guest towel 30 x 50 cm	2.000 pcs.	1.750 pcs.	1.500 pcs.
Bath robe	100 pcs. + 40 pcs. pro Größe		

