



Gym Towel Buying Guide

The Power of the Towel Should Never be Underestimated.



fibers



weight



construction

We have lots of options here. Let us break it down for you.

Basic budget gyms

Non-profits, community centers

Affordable national chains, mid-range clubs

Upper end gyms and studios

Luxury gyms and spas

Ok, so sure, our facility needs towels, but... like...not nice ones. Let me put it this way, they get "borrowed" a lot. I'm looking for the most economical solution.



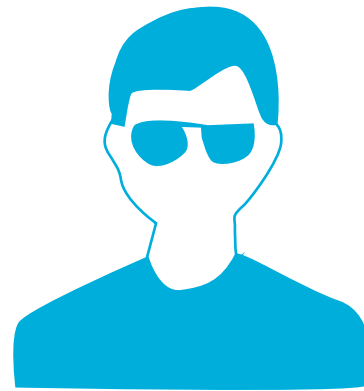
We work hard, we play hard. One thing my members don't care about is GSM. Seriously. It's not like they hang out here.



I need a nice towel. It matters to us and it matters to our members. I mean they're not going to be lounging around in it. But it's a nice touch.



For our clientele, this is their home away from home. They expect an experience that's a bit pampered. Don't get me wrong, this isn't vacation, but it should feel like one.



Just give me the best, sweetie. And an espresso. Yes, that's a dog in my purse. Don't pet her. She bites.



WE SUGGEST THE FOLLOWING ZOGICS TOWELS TO SUIT YOUR SPECIFIC NEEDS

Zogics 100A Series Towels

Zogics 100A - 200A Series Towels

Zogics 200A - 300A Series Towels

Zogics 300A - 400A Series Towels

100A Gym Towels
100A Hand Towels
100A Bath Towels

200A Gym Towels
200A Hand Towels
200A Bath Towels

300A Gym Towels
300A Hand Towels
300A Bath Towels

400A Gym Towels
400A Hand Towels
400A Bath Towels

Contact us for options:
888.623.0088
hello@zogics.com

SOFT..... SOFT..... SOFTER..... SOFTER..... SOFTER STILL..... SOFTEST!

TOWEL FIBERS

All hail the power of the cotton plant!

Most towels are made from sweet, sweet cotton, but they each have a different feel depending on the type of cotton used.



Cotton

You THINK you know cotton, just because you wear it every day. But heck, you never know what you can learn. Read on, dear friend. So, cotton is a soft, fluffy staple fiber that grows in a boll, or protective capsule (did you know THAT?!), around the seeds of cotton plants of the genus *Gossypium*. The fiber is almost pure cellulose. It is native to tropical and subtropical regions around the world, including the Americas, Africa, and India.



Pima Cotton

Pima cotton is a generic name for extra-long staple (ELS) cotton grown (mostly in the South Western part of the U.S. – go Arizona Diamondbacks!). Pima rocks. It has an enduring softness, it's absorbent, plush and generally is a higher quality cotton than regular cotton. But not as high as... Supima! Supima is a registered trademark of a "Superior Pima" cotton. In fact, let me put on that trademark. Supima®. They tout that their cotton is the highest quality 100% American Pima cotton.



Egyptian Cotton

But then, behold, the luxury of Egyptian Cotton (cue the Ancient Egyptian film depicting plush decadent towels draping the tanned Pharaoh as he exits the bathing chamber). Egyptian cotton towels have longer, more fibrous threads so that each towel sucks up tons of moisture while never losing that super soft and amazingly fluffy towel experience. There is an American grown version too, called Pima cotton - see above (which perhaps you already did!)



Turkish Cotton

Let us travel now to the Western Asia/Anatolia continents, where the very exotic and high quality Turkish Cotton is considered to be the ultimate in softness. This luxurious long staple cotton is also known for its strength, durability and absorbency. Turkey also makes cherry jam. Amazing cherry jam. This jam should not be eaten near white towels.



Organic Cotton

This goes without saying of course, but just to define a term for you in this very thorough Towel Buyers Guide...organic cotton. Organic cotton is grown without the use of pesticides, herbicides and fertilizers so you can feel good about drying your wet, naked body. Or helping someone else with theirs (showering together is very good for the environment too.)



Bamboo (Cotton blend)

Did you know that Bamboo is capable of growing up to four feet a day? That's your fun fact of the day! Use it at lunch and wow your co-workers. Viscose from this ridiculously active plant creates a synthetic fiber that is usually blended with cotton to produce a towel that is ultra-absorbent and possesses a natural silky sheen.



Cotton/Poly Blend

The cotton-polyester blend is usually 86% cotton and 14% polyester, generally speaking. The blend is more durable and will stand up better to use and abuse (not that YOU abuse your towels...) and more washing. The base of the towel is the blend. The loops are 100% cotton. And that's that.



Microfiber

Typically, microfiber towels are an 80% polyester/20% nylon blend. And so so soft. But surprise, surprise, not so so absorbent. So, even though it dries extremely quickly and leaves no lint behind, it is rarely used as a towel for drying off bodies. The drying off potential is limitless; from homes, to offices to cars (see the car icon).

TOWEL WEIGHT

Towel weights are discussed in two ways: GSM and lbs. per dozen. The retail consumer is apt to purchase by individual towel GSM. The bulk purchaser is apt to buy by lb. per dozen. It is just two different ways to discuss weight and the heavier the towel the more absorbent!

GSM

Now, onto **GSM** or Grams per Square Meter. Essentially, the **GSM** is a measurement of how much cotton is used to make a towel. Density, my friend. It's all about the density.

SAT Analogy flashback! **GSM** is to towels what thread-count is to sheets. (Like....a bagel is to cream cheese as a chip is to salsa.)

Essentially, **GSM** numbers are awesome because you can literally choose a towel based on this measurement. The higher the **GSM**, the heavier and more absorbent the towel. Generally towels start at 300 **GSM** and go up to 900 **GSM**.

TOWEL SOFTNESS AND ABSORBANCY CHART



Oh look, a "lovely" hand towel or "totally fine" gym towel.

Post normal-tub experience. You'll be quite satisfied.

Luxury spa, baby. We're talking mega soft and absorbent.

SOFT..... SOFT..... SOFTER..... SOFTER..... SOFTER STILL..... SOFTEST!

TOWEL CONSTRUCTION

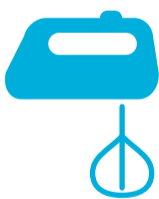


Almost as important as a towel's fiber is the yarn's construction – how the yarn is actually made. The result: diverse yarns with unique properties.



Combed Cotton

You're not gonna believe it but...combed cotton is cotton that's been combed. Well-named, we think. Combing cotton is a process that removes short, uneven fibers and debris that might get in the way of making the cotton super soft. What's left is longer, stronger, and more lustrous cotton.



Ringspun Cotton

Ringspun simply means that the cotton is sent through a process where it is spun. Spinning the fibers creates cotton that is generally more durable and softer. This method produces a more refined feel than that of a basic combed cotton yarn.



Twist

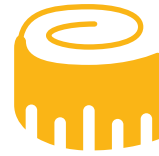
In all towels, fibers are twisted to turn cotton into yarns. It doesn't hurt. At least...we don't think it does. The lower the amount of twist in a yarn, the more plush the towel will be (Micro Cotton is a type of low twist yarn that is extremely soft). Conversely, a higher twist adds strength and uniformity to a yarn, resulting in a more durable, stronger feeling towel.



Two-ply

It's sort of obvious, but two-ply indicates that there is twice as much yarn used. It produces towels with increased durability, absorbency and is more substantial feeling. And we don't know about you, but we adore feeling more substantial.

borders and hems! fascinating stuff!



Cam Line/Border

Now, here's a surprising towel detail! Most towels have one or more horizontal lines at the top and bottom of the towel that do not have any terry loops on them. These lines are called cam lines. Institutional towels usually have plain cam lines. Most retail towels have different decorations in this section (like "Hey, I'm a hotel towel, don't steal me"). When the cam line is decorated, it is called a border. A decorative cam line is called a "dobby" border and a plain, institutional cam line is called a "plain" border. The cam line is purely cosmetic and does not affect the function of the towel in any manner. We swear.

Hems/Selvage

The top and bottom of a towel will have a hem seam. This is because the towels are made on a large continuous roll, and are then cut individually. In general terms, the hem can be a lock stitch or a chain (continuous) stitch. The advantage of a lock stitch hem is that if one part of the seam is pulled, the whole hem will not unravel. A chain stitch, if part of it is pulled, will unravel. This is an important durability feature, and most U.S. made towels feature lock stitch hems. The selvage refers to the two long sides of the towel. The best type of selvage is what is called a "natural selvage" or "self-hem," also referred to as a "true selvage" or "woven selvage."

FUN TOWEL FACT! # 14

73% of all towels left on the bathroom floor are done by males.



73%

The remaining 27% of towels have fallen down by themselves.



27%

Women never do such things.



0%

zogics

hopes that you always have a smile,
a snack in your bag and a clean, fluffy towel.