

## What To Consider When Purchasing The Ideal Terry Towel For Your Property?

When it comes to offering top tier Hospitality for all your guests and vacationers, a hotel or vacation rentals property would greatly benefit in knowing all of the details and information about the essential products that they provide. For example, Terry Towels are a cornerstone for your hospitality linens, as they extend comfort, design and efficiency to any guest, making their experience a unique and unforgettable one. It would be critical for hoteliers to understand how selecting the ideal terry towel for their property, could lead to a bigger picture investment in their property value, time and increased bookings instead.

There are a couple of factors that should be taken into account when selecting the ideal terry towel for your property, as the most effective markets understand how to distinguish the different properties they may have, and sort out the best type for their purposes. The quality of the yarn and materials used in making up the terry towel matters, as does the sizing (weight), the weave and overall composition (including pile height and loops- later explained in this article) as well as the stitching and finishing design. So how does one delve into all this detail and remember which is important when it comes to selecting terry towels? We narrow it down to the most important features:

- **Quality of Yarn & Materials Blend-** every towel is constructed from 3 different yarns, the warp (makes up its length), the weft (width) and the pile (loop). The most common way your Terry Towels are produced is by weaving warp yarns and weft yarns together. The pile (terry loops) is formed by an extra warp yarn looping in and out of the ground fabric, the part of the towel that comes into direct contact with a person's skin. It's important to opt for higher quality terry towels because of this; the quality of the yarn is determined by its size and method of spinning. Each of the 3 yarns mentioned above can be spun into different yarns, so selecting the right towel to invest in means getting familiar with the quality types of all three yarns available!
- **Terry Towels are created using a single ply construction of yarn or a double-ply construction.** This alludes to the amount of threads that are twisted together to form one single yarn, whereas in the case of a double yarn, the typical method would be to use thinner and softer yarns, as they are more delicate and necessary to twist together. The preferred thread count is usually double-ply yarns, most commonly used in home or home-type settings, as they are very plush and not too durable to the wash cycling process. The preferred yarn for Hospitality or facility uses would be single-ply construction, due to the thickness and durability of the yarn, which will withstand wash and dry cycles.
- **Towel Composition** is the way which most terry towels are composed, or made. The two most common types of compositions for Terry towels are: 100% Cotton (there are also many differences among 100% Cotton towels which have varying levels of softness, weight and absorbency) & 86% Cotton/ 14% Polyester; While Polyester is commonly found in the composition of a terry towel and is used for added stability to the towel by helping control shrinkage and increasing its performance, it is not used for the surface, as it should not have direct contact with the person's skin. The finer grades of Cotton on the other hand, have thicker and more fibrous loops that make it significantly more durable and soft than other towels, with better absorbency. Terry Towels made from synthetic blends may *feel* soft but don't do a great job of absorbing moisture when

compared to a 100% Cotton towel. The fiber that is used to create a terry towel has a big impact on the towel's overall feel and performance.

- **Pile Height and Loops-** Towel absorbency is created by maximizing the surface area of the towel, as a “high pile” is typically more absorbent. Single and Double loop towels are available for this, both of which can be great quality to use. A single loop towel will dry faster whereas double looped towels are associated with a more elegant and luxurious feel.
- **Weight-** A towel's weight is measured by the size and the quality of the yarn used; there are two main ways to figure a terry towel's weight- Grams per Square (GSM) or Pounds per Dozen. GSM is more standard to use and a good way to evaluate the density of a towel- a higher GSM count means that the terry towel will be thicker than one with a lower GSM count. A higher GSM also means a more absorbent towel. The only drawback to this is that thicker towels require longer washing and drying cycles than those with less density. The GSM measurement is also an effective way to compare terry towels that are the same size. It is not recommended to purchase towels with under 450 GSM.
- **Weave-** Terry Towels are pile woven (as we mentioned earlier in the article) and have multiple loops. The quality and the length of the towel's loops (towel loops are like microscopic sponges in the towel that draw in the moisture) determine the surface area of the towel as well. The preferred loop length is long, with at least two eighths of an inch, as a fabric with long loops is usually durable against the face of pulling, pushing, tugging, twisting, etc. One way buyers can test the density of the towel weave before buying, is to hold it up to the light and see how much of the light penetrates; less light means greater density, whereas more light penetration means lower density.
- **Stitching and Finishing-** Stitching and finishing of a terry towel are important factors to note when selecting the ideal one for your market. A double stitch seam and a double-turned edge means that the towel is less prone to unraveling after multiple wash cycles. Your terry towel should have a clean and nice stitched finish, with no yarns sticking out around the edges or borders.

Now that we have broken down the essential science behind things to know before selecting the ideal terry towel for your property, you are able to make an informed decision in terms of what fits best with your budget and preferences. There are many different kinds of terry towels to select from and our team at A1 American makes it easier for you and for your wallet to make a decision. Browse our extensive catalog of Terry towels today to find the suitable fit for you!