

CLEAN

LINEN & WORKWEAR

PRODUCT BUYERS GUIDE TOWELLING

4 Buying Considerations For Hotel Towelling



LINEN



HOTEL TOWELLING RENTAL PRODUCT BUYING GUIDE

04 BUYING CONSIDERATIONS FOR HOTEL TOWELLING

Finding the right towelling for your hotel plays a big part in creating the right guest experience

Whether they are spending a night or more at your establishment, you'll want them to feel right at home with soft luxurious and absorbent towels and bath mats. At CLEAN our buyers travel the globe to source the best hotel towelling available. It is vital that hotel towelling is durable, hard wearing and withstands the rigors of the commercial laundry process whilst remaining wonderfully soft and sumptuous. This is a guide to the four things you should consider when choosing towels and bath mats for your guest rooms.



NO 1: GSM

GSM refers to 'Grams per Square Metre' and indicates the density of the material used to construct the towel. The higher the GSM, the thicker and more absorbent the towel, as there will be more loops or longer loops present than those with a lower GSM. GSM is a term used by retailers and laundries alike as an indicator of how thick, absorbent and luxurious a towel will feel.

CLEAN has two ranges; Lucia is ideal for those hotels where everyday value is the requirement with 450gsm towels and 750gsm bath mats. Whereas our luxurious Isabella range consists of 600gsm towels and 900gsm bath mats; ideal for hotels offering a 4 or 5 Star service.

NO 2: MATERIAL & PILE

It's important to consider what your fabric is made from as this affects the handle, durability and weight, which in turn bears upon its perceived luxuriousness for your guests.



100% Cotton

It is important that hospitality establishments provide guests with towels that feel both cosy and luxurious. That is why we only supply 100% pure cotton without any synthetic fibres. Cotton naturally attracts water and can hold almost 25 times its weight in liquid.



Pile

The pile is the raised surface or nap of a fabric, made of upright loops or strands of yarn. All our towels are made from 100% Ring Spun Cotton. This type of weave has two main advantages; strength and softness. You may also find open ended cotton used by some textile rental and laundry service suppliers. Open end cotton is much cheaper to produce and therefore we advise against using this material for hospitality standard towelling as it lacks durability.

NO 3: HEADER BARS

Header bars serve two functions for hotel towelling; they allow for easy identification by housekeepers and add a decorative look.



Isabella[®]

By contrast, all Isabella towels offer a single mercerised dobby header for an elegant unified look.



Lucia

We offer two header bar styles, the Lucia range offers a thin single or multiple mercerised dobby headers depending upon the size of the towel.



Hem Construction

All towelling supplied by CLEAN features double stitched hems. The double stitching is used to ensure that the towels are robust and avoids fraying or 'hem-burst' that can affect lower specification single stitched hems.

Mercerisation

Mercerisation is a term that refers to a treatment process that increases lustre, strength, and reduces shrinkage. It is used to avoid puckering of the fabric. Cheaper lower specification towels may become gathered or wrinkled around the header bar.

NO 4: SIZING

We provide customers with standard UK size towelling and bath mats.

Face Cloth

Face cloths are slightly smaller than a hand towels measuring 30cm x 30cm and therefore provide a cost effective option. Face cloths are only available in the Lucia range.

Hand Towel

Our soft, absorbent hand towels are ideal for guests to use to dry their hands or face. Available in two sizes either 50cm wide x 95cm high for Lucia or 50cm wide x 100cm high for the higher specification Isabella hand towel.



Bath Towel

Bath towels are often a popular choice for hospitality establishments where value is deciding factor when choosing which large towelling option to provide guests. Measuring 67cm wide x 130cm high Lucia bath towels are designed for maximum absorption and comfort whilst providing sufficient coverage for drying off.



Bath Sheet

Bath sheets are typically preferred by hospitality establishments as they provide guests with ample space and coverage for drying off. Bath sheets are larger both in terms of length and width than a bath towel. Both the Lucia and Isabella towelling ranges feature bath sheets.



Bath Mats

Bath Mats are used on bathroom floors to prevent slippery floors after guests have bathed or showered. They resemble bath towels but at 50cm wide x 85cm high are slightly smaller in size and are typically denser than towels, as they have a higher GSM, resulting in greater water absorbency.

PRODUCT	SIZE (cm)	Range
Bath Mat	50 x 85	Lucia
Bath Mat	50 x 85	Isabella
Face Cloth	30 x 90	Lucia
Hand Towel	50 x 95	Lucia
Hand Towel	50 x 100	Isabella
Bath Towel	67 x 130	Lucia
Bath Sheet	100 x 165	Isabella
Bath Sheet	100 x 165	Lucia

Towelling Product Range

Explore our product range to discover which towelling product are perfect for your guests.



Isabella®

If you are looking for a classic range of luxurious and durable towelling, look no further than our hugely popular Isabella range of towels. With a thick 600gsm 100% cotton finish, your guests can enjoy the luxurious and fluffy touch of our best quality bath towels. Suitable for 4 and 5 star hotels, the Isabella range ensures a comfortable bathing experience each and every time. The mercerised dobby header bar serves two functions; it allows for easy identification by housekeepers and adds a decorative look to the towel.



Lucia

Our Lucia range of plain towelling offers guests a soft handle and great absorbency fulfilling the demands of most hospitality establishments.

These white 450gsm towels are made from 100% cotton, meaning their extreme softness provides a cost effective option for affordable luxury. The plain header bars allow for easy size identification by housekeepers.


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40 Glebeland Road
Camberley
Surrey
GU15 3DB

0333 016 9801
info@cleanservices.co.uk
cleanservices.co.uk

 [@cleanlinenLtd](https://twitter.com/cleanlinenLtd)

 linkedin.com/company/clean-linen-and-workwear