



How To Buy The Perfect Beach Towel

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What To Look For...

When shopping for a beach towel, look for:

- **Weight**
- **Price**
- **Material**
- **Size**
- **Color or Pattern**



Weight

- **The weight of a towel is a key indicator of the overall quality.**
- **The heavier the towel, the higher the quality.**
- **The weight is calculated by the dozen. If a towel's weight is 12 lbs, then the individual towel weighs 1 lb.**
- **Consider the towel size when comparing weights to make sure you are comparing apples to apples.**



Price

- **The price of towels can vary dramatically.**
- **You don't have to spend a lot to get a high quality towel.**
- **Determine the maximum amount of money you are willing to spend on a towel and don't go over that budget.**
- **Shop for towels on clearance or in the off season to get a great deal!**



Material

- **Most towels are made of cotton because they are elastic, washable, durable, dye-able and can withstand high temperatures.**
- **Most Popular Types of Cotton Towels:**
- **Terry – cotton made with several loops to increase absorbency**
- **Velour – the same thing as terry but the loops are shaved to create a smooth texture**



Size

- **The standard towel size is 30 by 60 inches.**
- **Oversized towels are anything larger than the standard size.**
- **We recommend opting for a larger size to give yourself more space when laying down, more privacy when changing on the beach, more warmth when it gets cold.**



Color or Pattern

- Towels can be dyed, printed, or woven.
- Dyes and prints are decent towels but aren't the highest quality and tend to fade over time.
- When a towel has a woven design, directly into the fabric, they are generally of higher quality, heavier, and more absorbent because of the loops created with the weaving.



Happy Shopping

Visit www.PersonalizedBeachTowels.org
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