



# Talkin' Towels Newsletter

4 time Supplier of the Year Award Winner, Towels & Robes  
March 2010 Towel Specialties 800-938-6935

## Did you get your 2010 Towel Specialties catalog?

The Towel Specialties full line catalog has been out for some time now, but we want to make sure that we didn't miss you. At 96 pages, our 2010 catalog features towels, robes, beach accessories and CMC golf accessories. If you're trying to save a tree -- and office space -- you can view either pdf or flip versions of our catalog on our website.

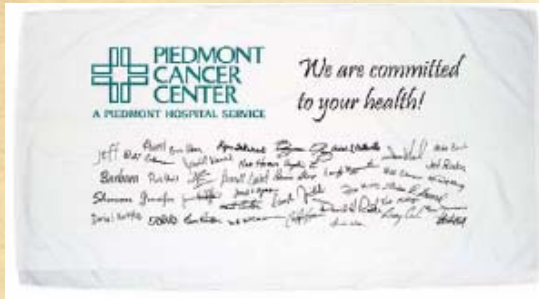
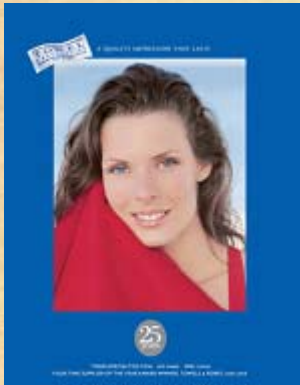
[Click to order catalogs](#)

## EQP Beach Towel Special is ideal for Nurses' Week

Beach towels have one of the largest imprint areas of any promotional product – as much as 32" x 54".

With **Nurses' Week** coming up May 6-12, why not recommend to your clients that they fill the towel up with signatures from each recipient? By coupling autographs with a logo, your client will have a very memorable promotion.

With our current promotion, customers get **EQP when ordering 72 or more** 30" x 60" beach towels. Aside from nurses, this promotion is also great for schools, corporate retreats, and company picnics.



[See client-friendly flyer with EQP Special](#)

## Kanakatudes™ ...arm yourself with information.

Ever had a customer say "I have no budget left because it was all spent on 'other' advertising? Do NOT accept that as an excuse. Instead, you can cite facts from a recent PPAI study supporting the effectiveness of promotional products (such as, oh, towels and robes). According to the study, promotional products:

- Have the highest recall ability when it came to remembering the name of the advertiser and the product/service.
- Fared better than other media when evaluating which one best illustrated certain advertising capabilities, including: providing an action incentive, creative message delivery, triggering instant advertiser recognition, generating a positive reaction, creating loyalty for a cause/event. Hungry for more? [Click here](#).



### Towel Specialties

A Quality Impression That Lasts

800-938-6935 | view [towelspecialties.com](http://towelspecialties.com) | [info@towelspecialties.com](mailto:info@towelspecialties.com)

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