

Venus | ECO TOUCH™

100% Low Twist

100% extra-long-staple cotton fiber resists linting and fiber loss during laundering.

Superior yarn gives better strength and durability compared to normal towels.

The loops are snag free and there are no pulled threads during washing.

One of the world's most absorbent and softest towels.

Properly treated, it will look great, feel great, and absorb great as long, if not longer, as any other 100% zero twist/low twist towel.

Conserves Water & Energy

Requires less water, chemicals or temperature as conventional terry.

Twice as absorbent compared to conventional terry, requiring less water in the wash.

Cleans easier so the water temperature can and should be set lower.

Dry time is shorter. Requires a lower heat temperature.



Reduced Cost Of Ownership

Up to 25% Energy Savings
in Every Wash!

Life Of ECO

There are many factors that affect the life of a towel and all linen in general. A proper inventory is required. For a luxury product like ECO Touch™, maintaining and rotating 3 to 4 par is a must. The higher up the luxury ladder you go, the importance of resting the item increases. ECO Touch™ is not a product for a hotel that washes and returns to the room same day or next day. It needs to sit on a shelf and relax.

Adhering to laundry processing guidelines is essential. ECO Touch™ doesn't require as much water, chemical, or temperature as other forms of terry (hence its "eco" friendly moniker). You should not use softener and very little, if any, bleach. Over time the use of softener will kill a towel. It makes the towel feel rough, less absorbent, and more static prone. It also becomes harder to clean. The drying time for ECO Touch™ is shorter, requiring a lower heat temperature. Ideally the towel should feel slightly damp as it heads to the shelf to relax for a couple of days. In general, "cooking" a towel in the dryer is a very bad thing.

Consider how the property purchases and replenishes their linen inventory. Ideally, an ECO Touch™ user would replenish and maintain their par level monthly or quarterly. That will insure it performs great for a longer period of time. If you keep the inventory rotated and fresh, it will always look and feel clean and fresh. The key is "maintaining" the 3-4 par level. Keep in mind, if a property buys 3-4 par to begin with and only puts 2 par in circulation and stores the rest for later, they are only using 2 par not the 3-4 they bought.

ECO Touch™ is not for every property. If a property follows the guidelines, they will love it because their guests will love it.



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