

# Promote Your Brand with Personalised Beach Towels with Logo

Beach items are among the most popular promotional products because they're useful in summer and take us back to the holiday moments in the blink of an eye. The sun and the sand, the pleasant sound of the waves that comes to us while we're under the beach umbrella



reading a book... Is there a more positive image than this?

The most used accessories on the beach are our **personalised beach towels** with logo. They can be made in a thousand ways and are available in different versions. These beach products are perfect as corporate gifts to be offered to both the team and customers. Custom beach mats and towels are successful for several reasons: they offer a large

printing surface, are used in moments of relaxation and expose the logo so that it's clearly visible to the eyes of many. If made in an effective and communicative way, your promotional beach towels with logo will be able to turn your business around.

## Personalised Beach Towels with Logo: the Summer Promotional Products Par Excellence

By creating cheap personalised beach towels, you ensure the maximum promotional effect in a period when companies and businesses often take a break. Have you ever looked for a store or office in August and found it closed? Certainly so. In this time of the year everyone wants to get away from work and enjoy a moment of relaxation a little longer than usual. How do you promote your brand at a time when you're closed, corporate events aren't much and many customers are on vacation?

Offering them personalised corporate gifts with logo that can be with them on the beach, of course. And our promotional beach towels with logo are just that: they won't leave your brand behind but will instead promote it on the closest beach or in a touristic place abroad. **Cheap personalised beach towels** in particular have been very successful because everyone uses them and you never have enough of them. When you go to the beach with friends or even with your family, everyone has their own beach towel or even more than one. Offering them as corporate gifts means giving away an always a useful and appreciated item. Moreover, if it's customised in an original and captivating way, it will become in all likelihood the new favourite towel to take to the beach!

## Promotional Effectiveness of Personalised Beach Towels

The first advantage of printing promotional beach towels with logo is then the certainty that they won't be left in a drawer or wardrobe. Indeed, they'll immediately find a place in the sea bag of your customers or employees and, if they're appreciated, they'll probably be used every day. Maybe your team or some of your customers will only go on a beach holiday for a week, but these seven days will be more than enough to get your logo noticed by new people that may be interested in your brand.



Cheap personalised beach towels are a great way to give your logo maximum visibility and your promotion the widest possible reach. You can take advantage of the affordable price to buy more **promotional beach towels**

**with logo** and distribute them to a larger number of people. You may include your suppliers along with your employees or give away your promotional gifts to new customers and not only to loyal ones. The more people will use your custom beach mats and towels, the higher will be the level of diffusion of your logo. Who receives these corporate gifts will be able to use them in different contexts and take the brand outside the borders of your city and even country.

### How to Communicate the Brand with Personalised Beach Towels with Logo

The logo isn't the only print that can be applied to custom beach mats and towels. Indeed, the possibilities are different in this respect. Depending on the model, you'll have a different area to be able to embroider or print your name, a text or some images. The choice depends on the impact you want to have on your customers. If you want to focus on the emotional effect, the visual impact is what works for you. You can print an image that recalls the holidays warm summer air, but the picture should always have something to do with your brand. Of course you aim to make your customers feel at ease and welcome, but even more than that you need to make sure that they connect that feeling to your business.

Writings too can awaken positive feelings, such as messages that evoke lightheartedness and fun or funny phrases that provoke laughter. Everything is fine, as long as it's in line with the image and spirit of the company. And with the target, too. Witty phrases will surely be appreciated by a young audience. If your promotional products can communicate with whoever receives them, it'll be used with no shadow of doubt. And this, as we've seen, is the first step for your promotional beach towels with logo to succeed in their function.

Custom beach mats and towels communicate a message even without being customised. They present the company as attentive to the needs of the customer and the team member even

when they're not in the office or store. The same goes for all other [promotional beach products](#), which will be together with those who receive them in their happiest moments. **Personalised beach towels** are connected to the sunniest season of the year and are used in moments of relaxation and joy. For this reason, they'll be associated with positive feelings and will awaken in those who use them the memory of their holiday. It can be a week at the seaside or on the boat, experienced the past year or even a long time before. Another



advantage of custom beach mats and towels lies in their longevity: they're made of different materials, but they're all resistant and guarantee your promotion a long life.

### **Choosing the Towel to Customise: Models and Ideas to Spread Your Logo**

If it's true that all personalised beach towels communicate positivity and recall the summer on the one hand, it's also true that there

are different models of promotional beach towels with logo for different targets and occasions. We begin with the material, for instance cotton or microfibre, to go to the aesthetic rendering and design. There are several elements that characterise each beach towel and make it more or less suitable for your promotional campaign.

The choice of material affects the aesthetic performance, but even more importantly the tactile effect. For instance, soft and light cotton is the perfect choice when looking for corporate gifts that aren't only comfortable and practical, but fascinating as well. Cheap **personalised beach towels** made of cotton look elegant. They're the most suitable models for an audience that loves looking classy even in informal contexts. The microfibre is used for many [personalised sports accessories](#), because it's comfortable and effective to dry in a flash. For this reason, microfibre towels are the best choice for anyone who cherishes comfort and practical efficiency.

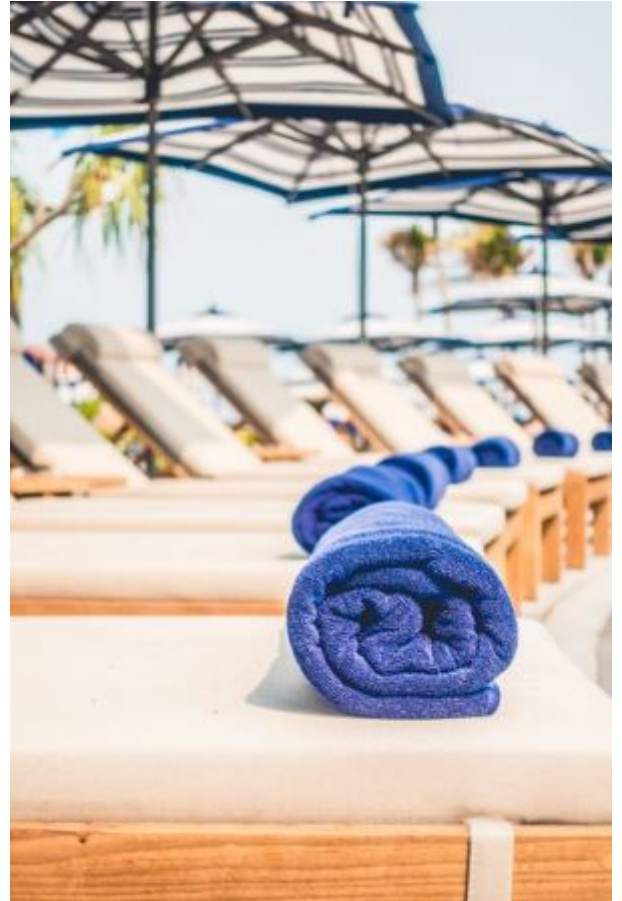
Then we move on to design. We find on the site promotional beach towels with logo with and without fringes, as well as thicker or thinner beach mats. Again, the most suitable model for your promotional campaign can be found with a simple question: which is my target and which is the corporate image? Thin custom beach mats and towels with fringes have a great chic aesthetic effect. Thick **custom beach mats** and towels with a linear shape are ideal for an audience that not only loves practicality, but is informal and easy-going as well. The printing will give the finishing touch to your promotional beach towels with logo.

## **Advertise the Brand with Personalised Beach Towels with Logo: Companies and Targets**



Cheap personalised beach towels are a passe-partout of various types of businesses because everyone uses them to go to the beach in the summer or even to the pool. We must consider that custom beach mats are used in the pool as well and so have another place to spread your logo. Moreover, they can do it for a longer period of time, because even people who can't afford a weekend at the beach can enjoy a day in the pool and bring their personalised beach towel with them. Also, we often start going to the pool in spring, so that your custom beach mats can be useful for a good part of the year and not just in one season.

Aside from the promotional impact, **promotional beach towels with logo** are particularly suitable for some activities. Of course, we're talking about all businesses active in summer, such as summer resorts, tourist resorts, hotels in bathing facilities and much more. They're also great promotional products for leisure and sports shops, wellness centres and spas with swimming pools. All these businesses can offer their customers custom beach mats during the tourist season as corporate gifts to use during their stay or even to take with them at the end of the holiday. If you choose cheap personalised beach towels, you can also combine other [promotional products for leisure and sports](#) with your towels. For instance, [promotional sunglasses](#) or [personalised fans](#) are ideal for offering a nice and always in vogue promotional item.



## **An All-Round Promotion: Corporate Gifts to Be Offered Together with Cheap Personalised Beach Towels**

The advantage of our custom beach mats or promotional beach towels with logo is that they're cheap and can be used within an all-round advertising campaign. That is, you can invest in other marketing tools including other corporate gifts to be customised and offered along with your own promotional beach towels with logo. Here are some examples:

- Beach resorts can offer their customers or employees [promotional inflatables](#) or [personalised beach toys](#) to spend their days at the beach in joy and with friends. They'll be highly appreciated by families and incredibly effective in spreading your logo to anyone nearby;
- Wellness centres and spas, as well hotels on the beach can give their promotional beach towels with logo along with [personalised flip flops](#). Very useful for walking on the sand or in wellness centres, these corporate gifts can easily be brought home and continue to promote your activity over time.

In conclusion, promotional beach towels with logo represents great advertising opportunity for your brand on so many occasions. Used on the beach and in the pool, they can become

part of the hotel's equipment or a gift for customers. Custom beach mats and towels can be offered to employees before the summer holidays, to thank them for their valuable contribution during the past year. You can also choose other promotional products to increase the effect of your advertising campaign, if you choose cheap personalised beach towels. In any case, deciding to create **personalised beach towels** with logo is an excellent marketing strategy to communicate a message of positivity and joy as well as to spread the brand with a useful and durable corporate gift.