

Practical checklist to help you choose Personalised Towels

A practical worksheet for comparing materials, sizes, fabric weights and personalisation techniques according to the intended use.

Use the tables as a comparison path: first define the intended use, then narrow the choice by size and fabric weight, and finally check the personalisation technique available for the selected model.

1. Start with the intended use

Context	What to compare	Practical guidance
Hotels, spas and wellness centres	Medium or high fabric weights; comfort and substance	Coordinated sets and multiple sizes can cover different needs.
Gyms, sport and travel	Microfiber or synthetic fibres; lightness and quick drying	Small or medium sizes; an elastic band, case or bag can make transport easier.
Swimming pools, showers and changing rooms	Larger towels for use after a shower or swimming	Consider the material, drying speed and ease of transport.
Gifts and welcome kits	30 x 50 cm for a compact size; 50 x 100 cm for greater versatility	For premium gifts, consider 70 x 140 cm or larger sizes.
Trade fairs and sports events	Compact, technical versions	Suitable when portability and easy distribution matter.

2. Compare the sizes

Size	Use described	Characteristic
30 x 50 cm	Hands, guests, gifts and welcome kits	Compact
30 x 80 cm	Sport and indoor/outdoor activities	Lightweight and practical
50 x 100 cm	Versatile use on the body or specific areas (e.g. face)	Medium, widely used size
70 x 140 cm	Bathing and use after a shower	Classic bath size
100 x 180 cm	Bathroom and beach	Maxi size

Note: in addition to the most common measurements, other sizes are available; within this category, widths can range from 30 to 100 cm and lengths from 30 to 180 cm. Always check the individual product page.

3. Read the fabric weight

Range	Fabric weight	How to read it
Ultra-light	160 g/m ² or less	Technical and sports products; easy to dry and carry.
Lightweight	160-250 g/m ²	A compromise between absorbency, lightness and compactness.
Medium	250-400 g/m ²	Versatile range.
Heavy	400-450 g/m ²	Substantial, soft and elegant-looking.

Range	Fabric weight	How to read it
Very heavy	Over 450 g/m ²	Thickness and softness; suitable for premium settings.

For hotels, spas and wellness centres: between 350 and 400 g/m² offers a balance between compactness and practicality; from 400 g/m² upwards the towel generally feels fuller and more elegant. Fabric weights above 500 g/m² are suitable when an extremely soft, premium product is required.

4. Match the personalisation technique

Technique	Strength	Keep in mind
Engraving	Elegant, durable and precise result; low-relief effect	Does not reproduce colours.
Embroidery	Classic, tactile and three-dimensional appearance	Not suitable for particularly thin or detailed artwork.
Screen printing	Simple logos; cost-effective solution with an attractive raised effect	Less suitable for very small or thin details; reproduces up to four solid colours.
Transfer	Vivid, detailed images; good resistance to washing and wear	Up to eight solid colours; may be damaged by ironing.
Digital transfer	Full-colour reproduction	Not recommended on uneven surfaces.
DTF on fabric	Full-colour, photographic-quality result	May be damaged by ironing.
Sublimation	Full colour and, where the product allows, the entire surface	Only on polyester or specially treated materials.

Practical rule: choose the technique together with the product, because the material, print area and available positions can vary from one model to another.

5. Checklist before ordering

- Define the main use: hotel/spa, sport, swimming pool, travel, event or corporate gift.
- Choose the material according to the required softness, absorbency, compactness and drying speed.
- Check that the size is appropriate for the intended use and the desired portability.
- Check the fabric weight and the expected level of thickness/softness.
- Open the product page and check the actual personalisable area and position.
- Compare the logo with the limits of the technique: detail, colours and desired result.
- Consider accessories such as a case, bag, pouch or elastic band if the product will be carried frequently.
- If available, order a sample to check the material, fabric weight, softness and size in person before placing a large order.

6. Decision worksheet

Item	Choice / check
Main use	
Material	
Size	

Item	Choice / check
Fabric weight	
Personalisation technique	
Logo position	
Colour	
Accessories	
Sample	

7. Useful resources

[Personalised Towels](#)

[Personalised Sponge towels](#)

[Personalised Microfiber towels](#)

[Personalised Beach towels](#)

[Personalised Bathrobes](#)

[Personalised Slippers](#)