Personalised Beach towels: checklist and practical buying guide

This document helps you compare catalogue options before choosing a supply. Consider the intended use, towel features and logo requirements together; confirm actual availability on the individual product page.

1 | Start with the intended use

Situation	Priority	What to compare
Resorts, hotels and beach clubs	Guest comfort, coordinated appearance with loungers and surroundings	Rectangular or large towels; cotton and different fabric weights
Spas and thermal centres	Softness, ease of handling, finishing details	Compact hammam towels and more substantial options
Excursions and touring	Space in luggage and ease of transport	Compact formats, light fabrics and towels with pouches
Summer events and corporate gifts	Logo visibility, colour range and intended use	Towel-sarongs or classic towels with compatible branding

A simple sequence for choosing

1. Use	2. Towel	3. Branding	4. Check
Where and by whom will it be used?	Size, composition, weight and finishes	Logo colours, dimensions and possible positions	Compare product pages and, where available, order a sample

Three useful checks

[ ] Do not assume a conventional beach towel and a sarong are interchangeable: they serve different purposes.

[ ] Read the fabric weight alongside the composition: weight alone cannot describe the feel of a towel.

[ ] Check each product individually: not all printing methods and logo positions are available on every model.

2 | Which sizes should go on your shortlist?

Type	Approximate dimensions	Possible use
Compact / hammam	70 × 140 – 90 × 160 cm	Travel, spas, pools and situations where space matters
Classic rectangular	About 90 × 170 cm	Sun loungers, beaches, pools and daily use
Large	Up to 100 × 180 cm	When more room to stretch out is desired
Round	Approx. 143 cm diameter	Relaxing on sand or grass; an unusual shape

Fabric weights: quick comparison

Range	What to compare	Example goal
110–150 g/m²	Thin, portable fabric	Reduce luggage bulk
170–210 g/m²	Balance of lightness and substance	Frequent, flexible use
250–300 g/m²	More substantial, enveloping feel	Offer a fuller towel
Over 300 g/m²	Typically a thicker fabric	Prioritise softness and comfort

Compositions: what to look at

Composition	What to consider
Cotton	Softness, breathability and absorbency
Organic or recycled cotton	Origin of the fibres and model features
Cotton with polyester / RPET	Balance of comfort and practicality
Microfibre	Lightweight, portability and quick drying

Practical note: dimensions and ranges are a useful guide, but they are not technical specifications for every model. Always check the product description before ordering.

3 | Methods to consider

Technique	When to consider it	Key check
Screen printing	Simple logos in a few solid colours; large orders	Colour count and available printing area
Transfer printing	Detailed, multicolour designs	Fabric compatibility and ironing precautions
Digital transfer	Complex images, fine details and gradients	Availability on this model and desired finish
Embroidery	Textured, slightly raised logo with a refined look	Position, size and embroidery type available

Where can your logo go?

Check possible positions on the product page: centre, corner, border, top or bottom and, on some models, the reverse. Sets with a pouch or bag may offer an additional branding area.

Decision point	Practical question
Visibility	Should the logo be clearly visible when the towel is flat or folded?
Technique	Are solid colours, gradients or an embroidered effect important?
Position	Is the preferred area really available for the selected variant?

Decision point	Practical question
Accessories	If the towel comes with a pouch, can that be branded too?

Sample: what to check in person

[ ] Actual size compared with a sun lounger, luggage or intended use.

[ ] Feel of the fabric: perceived softness and substance.

[ ] Colour shade and consistency with the brand palette.

[ ] Finishes: fringes, borders, stripes and any included accessories.

4 | Compare two options side by side

Parameter	Model A	Model B
Product name or code	_____	_____
Intended use	_____	_____
Type / format	_____	_____
Dimensions	_____	_____
Composition	_____	_____
Fabric weight	_____	_____
Colour or colours	_____	_____
Finishes / accessories	_____	_____
Logo technique	_____	_____
Logo position	_____	_____
Sample assessed	_____	_____

Final checks before ordering

[ ] The chosen model meets the intended use and desired comfort level.

[ ] Dimensions, fabric weight and composition match the product page.

[ ] Requested colours and stock have been checked for this model.

[ ] The customisation method and logo position are available.

[ ] The need for a sample before the main order has been considered.

[ ] Any bags, borders and finishes are included in the chosen configuration.

Further category references

Explore these categories: Personalised Beach towels / Personalised Slippers / Personalised Fans