



PREMIUM PRODUCTS INTERNATIONAL, INC.  
Marketing Consulting Services

# TURKISH TOWELS

## SOFT, DURABLE AND LUXURIOUS



### WHO WE ARE

We are a home textiles manufacturer based in Turkey, employing 400 people and operating a 376,736 sq. ft. production facility with an annual capacity of 4.5 million pieces. Today, we are a leading exporter of towels, bathrobes, bed linens, and adult and baby homewear.

Our in-house design team develops innovative home textile collections that feature a modern, distinctive aesthetic—designed to refresh and elevate your living space. Our commitment to ethical and social standards is regularly audited and highly rated by the Business Social Compliance Initiative (BSCI).


Turkish towels, crafted from high-quality Turkish cotton, are renowned for their long fibers that create soft, durable, and highly absorbent textiles. Unlike regular towels, Turkish towels become even softer and more absorbent with every wash, making them a long-lasting investment. Their lightweight design also means faster drying times—reducing energy consumption and wear during laundering.

In addition to their performance, Turkish towels are incredibly versatile. Available in a wide variety of sizes and styles—from bath towels to hand towels and washcloths—each piece enhances the comfort and experience of your guests, underscoring your dedication to quality and excellence.

### OUR OFFERINGS INCLUDE:

- Wash Cloth
- Hand Towel
- Bath Towel
- Bath Sheet
- Bathrobes
- With Logo / Without Logo
- Towel quality thickness ranging from 400 gsm to 820 gsm

*\*\*\* Prices available upon request and are based on volume.*

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**Luxury Meets Durability:**  
Turkish Towels, Bedding,  
Bathrobes for You



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## WHY TURKISH TOWELS?

Turkish towels are celebrated for their luxurious softness, exceptional absorbency, and lasting durability. Woven from 100% premium Turkish cotton, they deliver an unparalleled experience—combining lightweight comfort with quick-drying performance.

Ideal for both homes and hospitality settings, Turkish towels elevate the guest experience while supporting operational efficiency. Their fast-drying nature allows for quicker turnover, reduced energy use, and easier maintenance—making them the perfect blend of luxury and practicality.



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## KEY BENEFITS:

- **Quick-Drying Efficiency:** Helps reduce laundry cycles and lower energy costs.
- **Long-Lasting Durability:** Maintains softness and absorbency even after repeated washing.
- **Versatile Application:** Perfect for bathrooms, spas, or poolside use.
- **Premium Weight Range:** Available in weights ranging from 450 to 820 grams per square meter (GSM). Towels with higher GSM are naturally thicker, softer, and more absorbent—providing a more luxurious feel.

This exceptional GSM range is one of our key differentiators, setting us apart from the competition. Our towels and bathrobes are crafted to be thicker, softer, longer-lasting, and more absorbent—ensuring a truly elevated daily experience for your customers or guests.

