



Popular Pool Towels: A Sneak Peek at Summer



With summer around the corner, hotels and resorts are freshening up their pool and patio areas, including pool towel purchasing. Pool towels can really add to the resort experience, or really annoy guests. Are they readily-available, free or deposit-based, big or small, thin or fluffy?

Unfortunately pool towels have a short lifespan due to harsh treatment at the pool, chlorine exposure, and theft. Many hotels are forced to consider them as lasting only a few weeks. Others are more protective, purchasing high-quality towels and require pool towel service to collect and return deposits. Despite the hassle, pool towels are essential to the growing popularity of elaborate poolside/patio areas in the US, Caribbean, and Latin America.

So what are hotels and resorts choosing? For towels that are viewed as short-lived, a light-weight (280-430gsm), smaller towel (30x60) is ideal. For towels at high-end resorts and resorts that charge a deposit or issue cards, a more substantial, larger towel is chosen and sometimes logo-embossed (rather than using scratchy embroidery). These heavier towels weigh in around 550gsm and cover a lounge chair at 80-90 inches in length. As for color, everyone is seeing thick stripes these days, typically in white with yellow, green, or the classic blue.

Hilden America stocks a range of pool towel colors, sizes, and weights. For more information please [contact us](#) or [visit our website](#).

Cotton Output in India: Increasing in an Economic Downturn



Despite the overall world decrease in cotton growth and exchange this winter, India is producing and consuming more cotton than last February. Demand for products best suited for India's long-staple cotton, namely high thread count linens, has remained flat.

Agricultural conditions are constantly improving in India. Hilden America's Indian representative Anurag Duggal confirms that larger crop yields are due to more widespread irrigation, better farming techniques, and biotechnology. Biotechnology advances include the engineering of seeds and prevention of pest infestations.

A large portion of the worldwide decline will come from China, the largest cotton importing country. China is expected to import 40% less cotton this year, with mill forecast usage down 10%.

Sources: [International Cotton Advisory Committee](#), [Cotton Outlook Monthly](#)

Egyptian Cotton



Egyptian cotton is synonymous with quality. Contrary to its name, Egyptian cotton is not necessarily grown in Egypt.

Rather, Egyptian cotton is a type of cotton known for its extra long staple. It is well-suited for weaving into high-end table linen, bed linen, and terry products since it can be very soft, strong, absorbent, and have an extensive weave with minimal fiber separation.

Egyptian cotton is sometimes confused with Giza cotton. Giza can be high-end and long staple with the properties of Egyptian cotton; the difference is that Giza is physically grown in the Giza region of Egypt. It comes in a range of (numbered) gauges which are used in a variety of products.



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