

# Global and universal appeal!



## Beach Towels

Nurses Week, safety programs,  
campaigns, fitness walks/events,  
patient loyalty/referral gifts



## One of the fastest-growing promotional products on the planet



Just look at what's happening in the **healthcare industry**, where hospitals, medical centers and others use beach towels year round to show appreciation to their staff. Why beach towels?

- Longevity
- Unisex appeal
- No sizing concerns
- Largest imprint area of any promotional product

