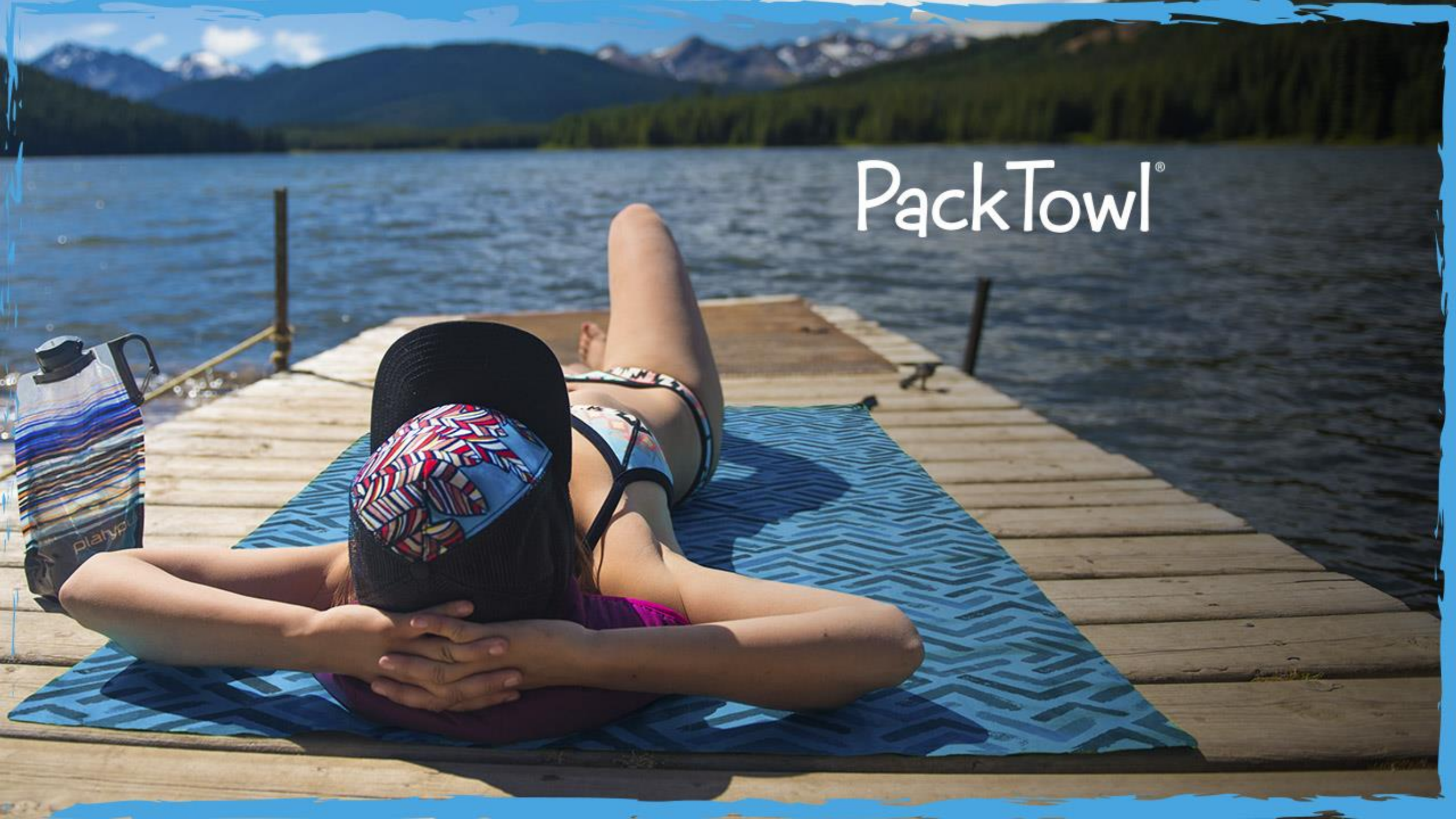


PackTowl®



Packowl Personal/Luxe Difference





Polygiene[®]
STAY FRESH

As of 2017 all Personal and Luxe towels have Polygiene[®] Odor Control technology. Keeps our towels fresh so you can wash less.

Microfiber has superior absorbency and quick dry technology.

LINE PLAN 2020 – PACKTOWL



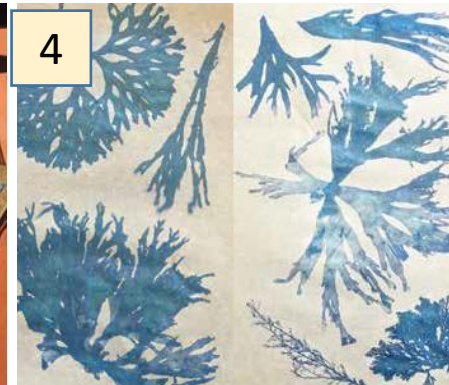
- UPDATED PRODUCT
-  POLYGIENE — ANTIMICROBIAL
-  ABSORBENCY LEVELS

- DROPS:**
- Nano
 - Personal x 2 solids and 3 graphics
 - Ultralite x 3 prints
 - Luxe x 1 solid

CYANOTYPE PATTERN PROCESS

STEPS

1. Gather kelp + seaweed
2. Dry it
3. Make a sun print
4. Remove and photograph
5. Rinse and dry sun print paper
6. Manipulate in Photoshop



PERSONAL

Our best-selling versatile towel



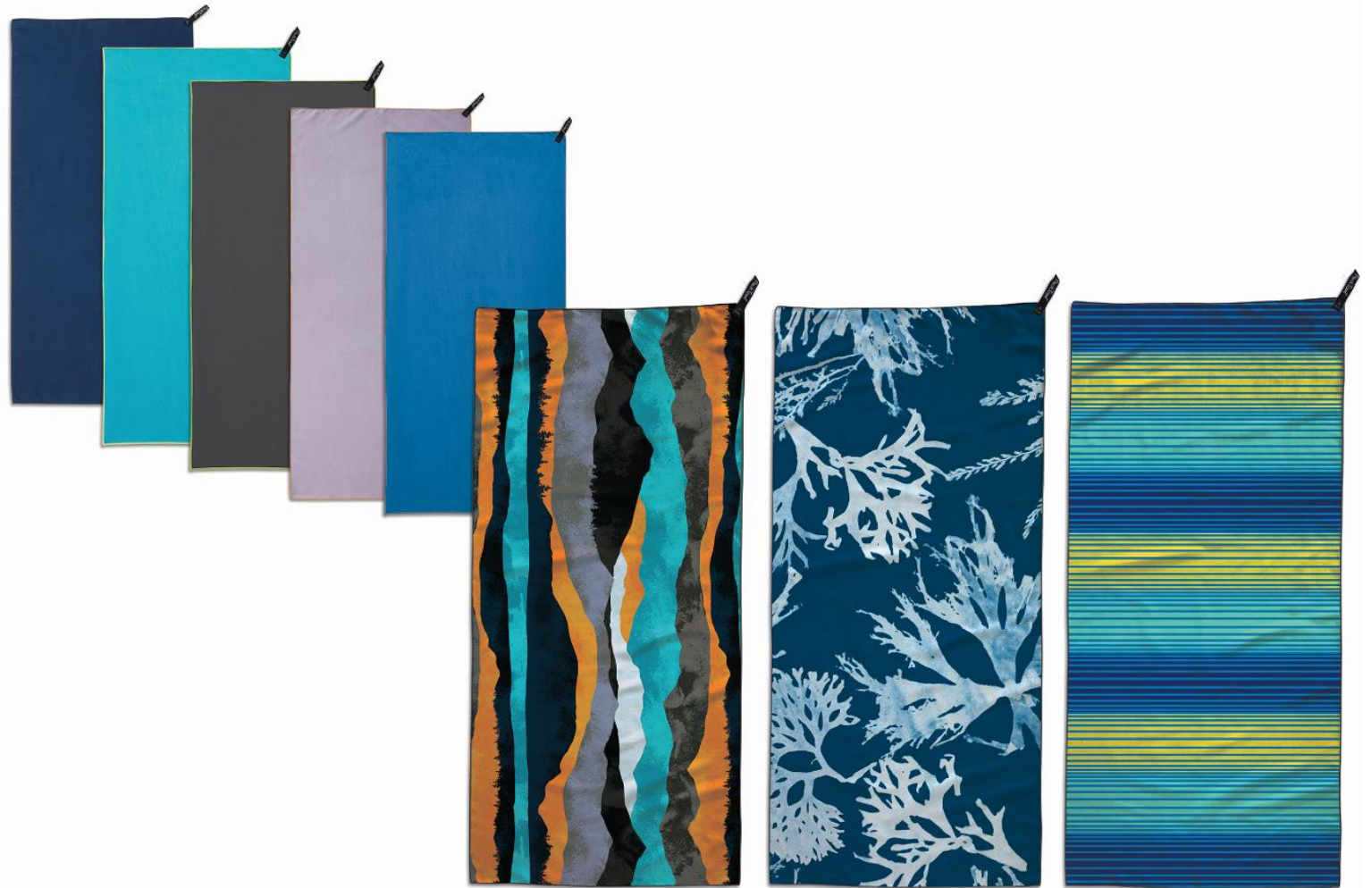
Absorbs
4x its weight
in water



Superfast
drying



Polygiene®
odor control



ULTRALITE

Our lightest towel available



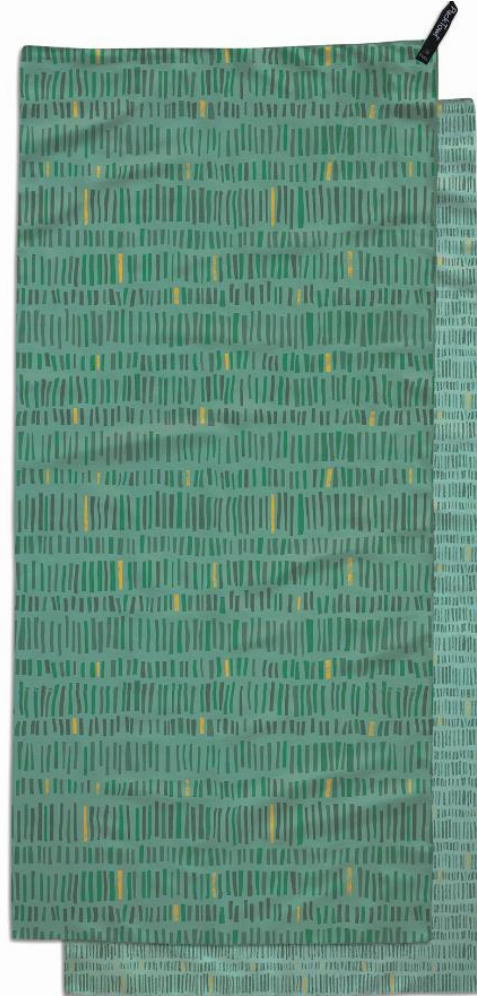
Ultralight



Absorbs
4x its weight
in water



Ultra fast
drying



LUXE towel

Most luxurious towel



Absorbs 5x
its weight in
water



Fast drying



Polygiene®
odor control



Deep Sea



Aquamarine



NEW Fern



PMS 15-5534
Bright Green
DTM Trim



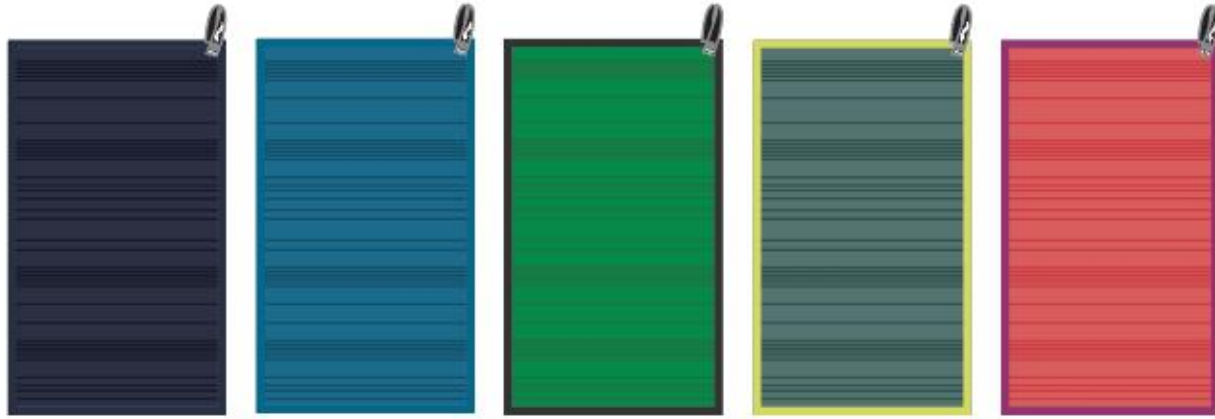
Zesty Lichen



Vivid Coral

THE COMPLETE OFFERING

LUXE



Deep Sea

Aquamarine

NEW Green

Zesty Lichen

Vivid Coral

ULTRALITE



Riptide

Grassy Meadow

Bloom Noir

PERSONAL



NEW Midnight

Agave

Clover

Charcoal

NEW Dusk



NEW Alpine Reflections

NEW Tidal Blue

NEW Coast Lines

ORIGINAL



PACKAGING REFRESH

MARKET LANDSCAPE

- Increasingly competitive
- Emergence of trend forward boutique brands + private label
- PackTowl looks antiquated and busy

OBJECTIVE

- Regain shelf space
- Branded in-store presence

PACKAGING REFRESH

Market research

- Merchandising of PackTowl & competitors
- Competitor packaging



PACKAGING REFRESH

Evaluate current packaging

- Form, space, functionality



PACKAGING REFRESH

DESIGN PRIORITIES

- Form Cohesion
- Elevation of the brand name
- Compliment the wide variety of towel colors and prints
- Standout from the competition
- Establish tone
 - Fun yet premium
 - High performance
 - Fresh

THE END RESULT



FRONT

PackTowl®

personal



Face | Visage 10 x 14 in | 0.7 oz
25 x 35 cm | 20 g

Hand | Mains 16.5 x 36 in | 2.9 oz
42 x 92 cm | 82 g

Body | Corps 25 x 54 in | 6.4 oz
64 x 137 cm | 181 g

Beach | Plage 6 x 59 in | 9.7 oz
91 x 150 cm | 275 g



Absorbency
Soft fabric absorbs 4x
its weight in water

Absorbency
Soft fabric absorbs 4x
its weight in water

Absorbency
Soft fabric absorbs 4x
its weight in water

Absorbency
Soft fabric absorbs 4x
its weight in water



Superfast-drying
Dries 70% faster than
comparable cotton
towels

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comparable cotton
towels



Odor control
Polygiene® silver-ion
keeps towel fresh longer

Odor control
Polygiene® silver-ion
keeps towel fresh longer

Odor control
Polygiene® silver-ion
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Odor control
Polygiene® silver-ion
keeps towel fresh longer

FPO
PRINT
STICKER



Limited Lifetime Warranty | Details at: packtowl.com/warranty

Garantie à vie limitée | Pour plus de détails, rendez-vous sur
packtowl.com/warranty

Begrenzte, lebenslange Garantie | Weitere Infos auf: packtowl.com/warranty

限定品質保証 | 詳しくはこちらをご覧ください:
packtowl.com/warranty

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packtowl.com

FPO COO

FPO UPC



584-357

BACK

THE END RESULT – COMPARISON

OLD



PackTowel®


NEW



PackTowel®



Thank You!

PackTowl®