

BUILT FOR: ESTABLISHED BRAND, ADDING A TOWEL LINE

# Adding a Towel Line Without Diluting What You've Built

*You already have a brand voice. The question is whether your towel matches it or dilutes it.*

You don't need convincing that private label works — you're already doing it somewhere. What you need is the version that assumes that, and gets straight to whether a towel earns a place next to what you've built, and how to spec it so your second order is as good as your first.

## 01Brand-fit checklist — does this towel earn its place

- Does your current customer already buy something adjacent — robes, home textiles, spa, baby, fitness, travel? If yes, a towel extends a story they trust you to tell. If no, you're asking them to trust you in a category cold, however good the towel is.
- Can you describe the towel's construction in the same voice as your hero product? If your brand talks "clean ingredients" and the towel's only claim is "soft," that's a mismatch worth fixing before launch.
- Is this a hero SKU on its own page, or a supporting player in a bundle? That decision changes construction, packaging spend, and price positioning before you spec anything.
- Would your existing customer be surprised — in a good or bad way — to see this towel in your line? If the honest answer is "not really," it isn't doing enough work yet.

## 02Construction options mapped to retail price tiers

Spec to the margin you need at retail, then work backward into which construction lever earns it — not the other way around.

| Tier     | Construction direction                                                                                                                      | What earns the tier                                                                                                                                      |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Entry    | Carded cotton, plain terry, standard GSM.                                                                                                   | Cheapest to produce, easiest to price-match. Weakest differentiation — use only where the towel is a low-attention add-on, not a hero SKU.               |
| Core     | 100% combed, ring-spun, woven dobby border, mid-to-upper GSM (roughly the 500–600gsm hospitality range).                                    | The real quality step-up a customer feels in hand. Reads as intentional rather than default.                                                             |
| Elevated | One deliberate lever — zero-twist, bamboo-cotton, Tencel-cotton, or jacquard — plus soft-flow dyeing for a rounder, more colourfast finish. | One story you can actually explain, not three competing ones. Priced for the customer who already trusts your brand enough to pay for a specific reason. |

### 03How to maintain a 4.6-star rating or better

A star rating isn't luck. It's the accumulated result of a hundred small quality decisions made on a factory floor you'll never see — and most buyers only learn how those decisions were made after a bad batch is already in customers' hands.

- **Who checks matters more than whose logo is on the report.** A number of local Pakistan-based audit firms are more vigilant and more genuinely invested in finding a real problem than a big international chain running a fast, box-ticking visit. Ask which firms your supplier actually works with — don't assume a global logo beats local expertise.
- **The defect-packing problem.** It's normal for a final QC to find a handful of defective pieces. What's not normal is a factory quietly packing them into the container to hit the quantity. Ask outright: "What happens to a piece you catch as defective at final audit — does it ever still go in the container?" The answer tells you more than any certificate.
- **Sample size isn't a formality.** A small pull from a large shipment can miss a real problem in the rest of the run. Ask what sample size your factory or auditor is actually inspecting, not just whether an audit happened.
- **One blunt diagnostic:** find out whether the factory pays production workers by piece rate or fixed salary. It tells you something real about the incentives on that floor — worth knowing before you rely on it for consistent quality at scale.

04Financing your growth as order size scales

As your line moves from a first test order into repeat, program-level volume, how you pay changes what's available to you — worth knowing before you're negotiating it under a deadline.

| Instrument                   | How it works                                                                                         | When it fits                                                                                                                      |
|------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| LC (Letter of Credit)        | Your bank guarantees payment on presentation of matching shipping documents.                         | Most secure for both sides on a larger order, or before a track record exists. Slower to open, carries a bank fee.                |
| CAD (Cash Against Documents) | Your bank releases payment when shipping documents are presented, without the LC's formal guarantee. | A lighter structure once trust is built from an order or two. Faster to arrange.                                                  |
| Export factoring             | A factor advances you cash against your own outstanding customer invoices.                           | When cash is tied up in receivables while you need to pay for the next run — structure it before cash flow gets tight, not after. |

A towel that matches your brand's voice sells itself into repeat purchase. A towel that doesn't just sits next to your real hero product, quietly underperforming it.

### Why buyers trust the spec, not just the price

**25+ years, factory-direct**

Karachi-based, family-owned since 1998. No trading intermediary between your PO and our looms.

**Certified to check**

OEKO-TEX Standard 100 Class I (Hohenstein, Germany), ISO 9001, BSCI (B rating).

**Vertically integrated**

Own weaving, yarn dyeing (50,000kg/month), in-house confection — 10,000 towels + 1,000 robes/day.

**15+ export markets**

UK, USA, EU, Australia, Japan, Dubai, Hong Kong, Philippines. GSP+ / UK DCTS duty advantages.

**Next step:** tell us which tier — entry, core, or elevated — matches where this towel sits in your line, and whether you're spec'ing a hero SKU or a supporting one. We'll quote the construction that earns that position, not the one that's easiest to make.