

RALLY TOWELS

CASE STUDY



INDUSTRY: Education/Athletics

END USER: Student

OBJECTIVE: to engage students in cheering on their home team at a pep rally

ITEM: TRU18

COLOR: Gold

INFO: 15" x 18", 1.2lb./dozen, terry velour, hemmed, 100% cotton rally towel

ART: Custom

RESULT: The rally towels were a hit - teachers said the kids enjoyed using them to cheer on the team.

