

SOFT TOUCH VELURA™

CASE STUDY



INDUSTRY: Hotels/Hospitality

END USER: The hotel's top 100 customers

OBJECTIVE: The client wanted to give a nice holiday gift to her top 100 customers. This was more of a "We Appreciate Your Business" type gift.

ITEMS: Soft Touch Velura™ in Flint Gray and Beige.

RESULT: Kanata Blanket embroidered the company's logo onto the Soft Touch Velura™ to create a custom gift.

RESPONSE: "The blankets were a big success for the Hyatt! The customers that received the Hyatt blankets were very pleased and told my client they would keep their blankets forever. They could not believe how nice and soft they were!"