## **BATTLE OF THE PROMOTIONAL PRODUCTS**

**BEACH TOWELS** 

## VS ELECTRONICS

DURABILITY

**IMPRINT SIZE** 

Lasts 1-3 years

Up to 25" x 50" 1 of the largest in the industry

Lasts 10-20 years

**Reused multiple times** 

Always handy to have Ready to go, no charging

All ages & genders enjoy No sizing issues

> Prop 65 Compliant Chemical free

Timeless & never oudated

MASS APPEAL

**USEFULNESS** 

**PRODUCT TESTING** 

TRENDING

Only 1"-5"

May require charging Not always compatible

Learning curve or potential user error

May require additional testing or labeling

Can easily become dated or out of trend

## THE CLEAR WINNER!



Costly, short-lived, limited appeal and durability

Contact us today to get your towel promotion started!

ASI 79750 | PPAI 112755 | SAGE 52093