

Fieldcrest has also introduced the New World Towel, combining naturally grown California cotton with FoxFibre cotton. The FoxFibre cotton used in the face side of the towel actually grows in colour, used in Coyote Brown. The reverse side is a natural tint.

U.S. mill shipments for 1992 were higher than a year earlier (34.7 million dozen for the first nine months, versus 31.7 million for the first nine months of 1991), but sharper prices held back any corresponding dollar gain.

Huge volume was done on units under \$2 on smaller size solids, jacquards and prints. Bigger retailers keep replacing basic solids with larger and heavier types, striving at the same time to retain sharp price points.

New to some larger retail discount chains will be carded 30-by-56s in the 18-pound weight area, selling for as low as \$5.88. This is the largest U.S. towel made, and exceeds in size costlier combed and pima grades retailing up to and over \$20.

And finally, a 1992 U.S. Business Traveller Survey found the most important factors in hotel selection are the basics - cleanliness, comfortable beds and pillows, and good quality bath and wash towels.

### **C. PROMOTIONAL ACTIVITIES**

Towels take on new meaning when merchandised correctly, according to some U.S. manufacturers, who have begun to sell retailers on the concept of "one-stop shopping" and increased sales from strategically placed adjacent products.

Placing bath accessories and shower curtains with towels in a fixture suited to house multiple products reminds consumers that these purchases can be coordinated. Towels can become decorative items, providing consumers with new reasons to buy them.

Manufacturers are also focusing on towel set sales. For example, consumers may buy either two bath towels, four hand or eight wash cloths for the same price.

*Trade shows in the U.S. include the following:*

#### **1. Hometex, USA**

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Held annually in New York. 7,000 retail buyers attended in 1992.