

Softouch™

Koni Introduces the
Towel™ Collection
For Lasting Luxury



KOJO announces the next step in bath towel evolution. Towels constructed of Softouch natural fibers feel like cashmere on the skin, are fluffier, more durable and naturally antibacterial.

Softouch Towels will save you money because they can be laundered in cold or warm water and they dry in less time.

These towels deliver health benefits due to the natural resistance of the fibers to bacteria. Tests have shown that after 50 washes the antibacterial properties maintained a 70% death rate for bacteria incubated on these products.

**With all these advantages it's hard to believe
 Softouch Towels™ are so cost competitive.**

**Guests will Love
 Softouch Towels™**

- Unforgettable softness your guests will request time after time.
- Added health benefits and freshness due to inherently antibacterial fibers
- Softouch Towels are more absorbent and dry faster than traditional 100% cotton towels

**Properties will love
 Softouch Towels™**

- Softouch Towels are more durable and maintain softness wash after wash, saving you money in replacements
- Lower laundering temperatures save you money with lower energy costs
- Raise revenue through retail opportunities online and in your gift shop
- Increase loyalty as guests look for the Softouch Towel experience



Designs by


Ask about Koni's new Softouch Bathrobe™

Always Moving Forward
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