

I'm Frotery,
towel
with your
story



F R O T E R Y

The brand of towels, bathtowels, and bathrobes, FROTERY®, guarantees high-quality materials, functionality, and original design, which you can also contribute to. FROTERY® offers products with high fabric density, making the towels and bathtowels exceptionally absorbent and soft to the touch. Their vibrant colors, a wide selection of branding technologies, and limitless possibilities for use make them timeless promotional gifts.

The prestige of the brand is not determined only by the quality of the products but also by the value of the story that the products gain thanks to you. By trusting the brand, you give FROTERY® the opportunity to create more original promotional gifts that remain modern even as everything around them changes and ages.

1996

With you since
1996

235 000

Towels, bathtowels,
and bathrobes in stock

26

26 countries in Europe
where we deliver to

„FROM PRODUCTION TO DELIVERY - WE HANDLE THE ENTIRE PROCESS“



STOCK OF TERRY TEXTILES

High-quality terry materials, carefully selected and stored.



PERSONALIZATION

A wide range of branding options, from prints and embroidery to **custom production** based on your ideas.



PRODUCT PACKAGING

Attractive packaging of towels according to your requirements.



LOGISTICS AND TRANSPORTATION

Fast and efficient delivery across Europe.



SUSTAINABILITY AND QUALITY

Our products are not only high-quality but also environmentally responsible.



FINISHED PRODUCT

A combination of your brand, terry textiles, and professional packaging—ideal as a gift for your clients.

PRODUCT LINES

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International ecological certification for textile products made only from health-safe materials.



V-Label is an internationally recognized registered symbol for labeling vegan and vegetarian products and services.



Guarantees compliance with ethical and ecological requirements for the cultivation, textile processing, packaging, and distribution of organic cotton products.



Towels and bath towels in the Brilliant line were designed for the most demanding customers and lovers of comfort. This luxurious line is made from 100% Soflex® cotton yarn and features a high density of 600 g/m². The tasteful design is complemented by five fine stripes combining chenille and shiny yarn woven into the edges of the towels and bath towels.

BRILLIANT

Suitable branding technologies:












Embroidery



Label





- | | | | |
|---|------------|---|----------|
|  | white |  | petrol |
|  | berry |  | walnut |
|  | lime |  | silver |
|  | light blue |  | graphite |
|  | deep sea | | |

Material:

100% Soflex® cotton

Size:

50 × 100 cm | 70 × 140 cm

Weight:

600 g/m²

Packaging:

50 × 100 cm - 35 pcs | 70 × 140 cm - 20 pcs



OEKO
TEX®



IN STOCK

Towels and bath towels in this line excel due to the combination of cotton and bamboo material. Bamboo fibers provide specific properties such as sheen, antibacterial qualities, and high absorbency. The natural tones harmonize with a pattern of fine checkered designs woven into the edges and decorative borders. Each towel includes a loop matching the towel's color.

BAMBOO

Suitable branding technologies:



Embroidery



Label





white



silver



natural



denim



walnut



avocado

Material:

60% Bamboo | 40% Cotton

Size:

50 × 100 cm | 70 × 140 cm

Weight:

530 g/m²

Packaging:

50 × 100 cm - 50 pcs | 70 × 140 cm - 25 pcs





The Wego towels and bathtowels are made from natural organic (bio) cotton. Organic cotton is grown without the use of synthetic chemical pesticides, herbicides, or fertilizers, replaced by natural methods. The Wego line meets strict ethical and ecological requirements for obtaining the Global Organic Textile Standard (GOTS) certificate, which ensures rigorous control over the production of organic textiles from cultivation to processing, packaging, and distribution.

WEGO



Suitable branding technologies:








Embroidery



Label





-  silica
-  citrin
-  achat
-  nefrit
-  aquamarin

Material:
100% Organic Cotton

Size:
50 × 100 cm | 70 × 140 cm

Weight:
450 g/m²

Packaging:
50 × 100 cm - 50 pcs | 70 × 140 cm - 25 pcs





IN STOCK

High-quality cotton towels and bath towels in the Deluxe line are distinguished by a 10 cm wide chenille border. The chenille yarn creates fine velvet-like loops on the border's surface. This wide border offers an ideal space to embroider a logo.

DELUXE

Suitable branding technologies:













Embroidery



Label





	white		royal
	red		dark blue
	apple green		silver
	light blue		graphite
	turquoise		black

Material:

100% Ring-spun Cotton

Size:

50 × 100 cm | 70 × 140 cm

Weight:

500 g/m²

Packaging:

50 × 100 cm - 50 pcs | 70 × 140 cm - 25 pcs





IN STOCK

Fourteen possible color shades, four sizes to choose from. The popular Elitery line of towels and bath towels caters to everyone. A comfortable density of 400 g/m² ensures the desired softness along with expected absorbency. The elegant design is created by wider edges on the shorter sides of the towels and bath towels.

ELITERY

Suitable branding technologies:

















Embroidery



Label





 white <input type="checkbox"/> ■	 apple green
 natural	 sky blue ■
 dark yellow ■	 royal <input type="checkbox"/> ■
 orange	 deep sea <input type="checkbox"/> ■
 red <input type="checkbox"/> ■	 silver <input type="checkbox"/> ■
 caramel	 graphite <input type="checkbox"/> ■
 grass green	 black <input type="checkbox"/> ■

Material:

100% Cotton

Size:

30 × 50 cm ■ | 50 × 100 cm

70 × 140 cm | 80 × 180 cm □

Weight:

400 g/m²

Packaging:

30 × 50 cm - 200 pcs | 50 × 100 cm - 60 pcs

70 × 140 cm - 25 pcs | 80 × 180 cm - 18 pcs





IN STOCK

The first line of towels and bath towels suitable for branding using sublimation printing technology. Cotton towels and bath towels feature a 9 cm wide polyester border where promotional designs, images, or photos can be printed. This branding method is highly durable and colorfast, making it ideal for sports clubs or fitness centers.

PRINT

Suitable branding technologies:














Sublimation printing on the border



Label





 white ■	 apple green
 dark yellow	 dark green
 red	 silver
 light blue	 graphite
 royal	 black ■
 dark blue	

Material:

100% Ring-spun Cotton | 9 cm wide PES border

Size:

30 × 50 cm ■ | 50 × 100 cm | 70 × 140 cm

Weight:

400 g/m²

Packaging:

30 × 50 cm - 200 pcs | 50 × 100 cm - 60 pcs
70 × 140 cm - 25 pcs





IN STOCK

Towels and bath towels designed for full-area sublimation printing. The polyester side of the towel with the printed design is soft to the touch. The second, white cotton side ensures excellent absorbency. Images created by sublimation achieve photographic quality and remain intact even after repeated washing.

IMAGE

Suitable branding technologies:



Full-area sublimation printing



Label





white

Material:

Front: 100% polyester for printing | Back:
100% cotton

Size:

30 × 50 cm | 50 × 100 cm
70 × 140 cm | 100 × 180 cm

Weight:

350 g/m²

Packaging:

30 × 50 cm - 210 pcs | 50 × 100 cm - 70 pcs
70 × 140 cm - 40 pcs | 100 × 180 cm - 20 pcs





Quick-drying towels and bath towels made from microfiber are highly popular for travel and sports. Despite the thinness of the material, they are highly absorbent and allow the widest range of branding technologies.

MICROTECH

Suitable branding technologies:



Hot stamping



Full-area sublimation printing



Laser engraving



Double-sided printing



Transfer printing



Color-to-color printing



Label





	white		royal
	red		deep sea
	orange		silver
	neon pink		graphite
	neon yellow		black
	apple green		

Material:

80% Polyester | 20% Polyamide

Size:

30 × 50 cm | 50 × 100 cm | 70 × 140 cm

Weight:

200 g/m²

Packaging:

30 × 50 cm - 250 pcs | 50 × 100 cm - 100 pcs

70 × 140 cm - 60 pcs





IN STOCK

A special edition of towels designed as an essential part of golf equipment. Absorbent towels made from cotton velour on the front have trimmed and softened fibers, creating a velvety texture. The towels feature a metal eyelet, allowing them to be attached to a golf bag using a carabiner.

GOLF

Suitable branding technologies:








Embroidery



Label





-  silver
 -  black
 -  dark green
 -  dark blue
 -  red
-

Material:
100% Cotton

Size:
40 × 48 cm

Weight:
450 g/m²

Packaging:
40 × 48 cm - 100 pcs





The cooling towel is made from a special cooling yarn that retains water, thereby maintaining a low temperature when the towel is wet. This creates a long-lasting cooling effect. This towel is perfect for hot days, travel, and athletes. It comes with a resealable case that can be customized with your logo.

COOLING

Suitable branding technologies:



Transfer printing



Label



Full-area sublimation printing








Sticker on the case with a lid and carabiner



Color-to-color printing





-  white
-  purple
-  electric green
-  ice blue
-  cobalt blue

Material:
50% Polyester | 50% Cooling Yarn

Size:
30 × 100 cm

Weight:
160 g/m²

Packaging:
30 × 100 cm - 50 pcs





These towels are a revolutionary addition for fitness workouts. Made from 100% cotton with a polyester border (10 cm), suitable for sublimation printing on the lower part of the towel. Thanks to a special back pocket, the towel can be placed securely over the backrest of a workout bench, preventing it from slipping during exercise. The towel also includes a small zippered pocket, practical for storing small items.

FITNESS



Suitable branding technologies:



Sublimation printing on the border



Label





silver

Material:

100% Ring-spun Cotton | 10 cm wide
PES border

Size:

90 × 40 cm

Weight:

400 g/m²

Packaging:

90 × 40 cm - 60 pcs





IN STOCK

Promotional bathrobes in the Twins line feature a shawl collar and contrasting decorative piping. The outer side is made of trimmed polyester fibers, creating a velvety effect. The inner side is made of cotton, making the bathrobe lightweight and absorbent at the same time. Available in two color combinations: white with gray piping and dark gray with white piping.

TWINS

Suitable branding technologies:



Embroidery



Label





white



graphite

Material:

Inner side: 100% Cotton

Outer side: 100% PES Microfiber

Size:

XS | S | M | L | XL | XXL

Weight:

290 g/m²

Packaging:

8 - 10 pcs





The basic line of terry bathrobes in a classic mid-calf length design with a shawl collar, two pockets, and a belt. These cotton bathrobes are often used as hotel bathrobes or wellness bathrobes.

EXCLUSIVE

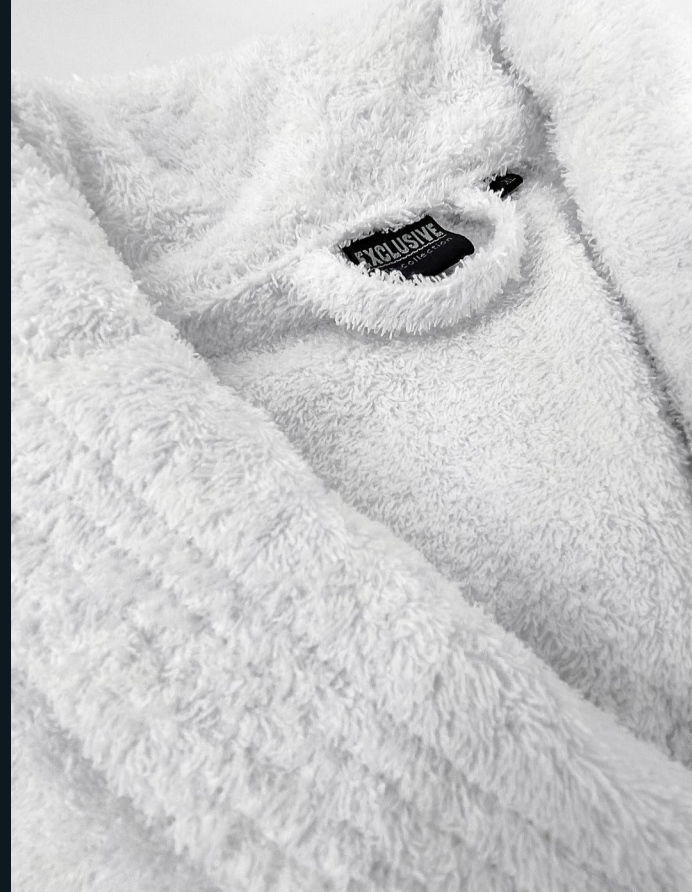
Suitable branding technologies:



Embroidery



Label





white

Material:
100% Cotton

Size:
S | M | L | XL | XXL

Weight:
380 g/m²

Packaging:
8 - 10 pcs





In the kitchen, towels are an essential item that should always be on hand. Waffle-pattern kitchen towels in the Kitchen Towel line are perfect for drying dishes, hands, or countertops. Made from natural cotton, they instantly absorb water from any surface.

KITCHEN TOWEL

Suitable branding technologies:



Embroidery




Label




Transfer printing





 white

 natural

Material:
100% Cotton

Size:
50 × 70 cm

Weight:
240 g/m²

Packaging:
50 × 70 cm - 500 pcs





Would you like to be seen? Are you looking for a promotional item that people will genuinely use? We not only provide the answer but also the solution. We offer professional services in branding. We will help you with your brand's visual identity, transferring it onto practical everyday promotional items—towels, bathtowels, bathrobes, and more textiles.

BRANDING

We help companies spread their stories and promotional messages. Branding creates the visual identity of a company or brand, giving it a unique story. Products marked with a corporate logo feel more personal and thus have greater value. FROTHERY® towels, bathtowels, and bathrobes can be enhanced using eight primary branding technologies.

Branding Technologies:



Hot stamping



Laser engraving



Transfer printing



Label



Sublimation printing on the border



Full-area sublimation printing



Double-sided printing



Color-to-color printing



Embroidery



*„We offer branding not only
on our terry products but also
on other types of textiles.“*

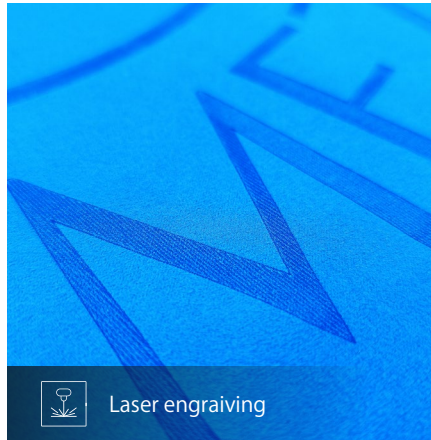




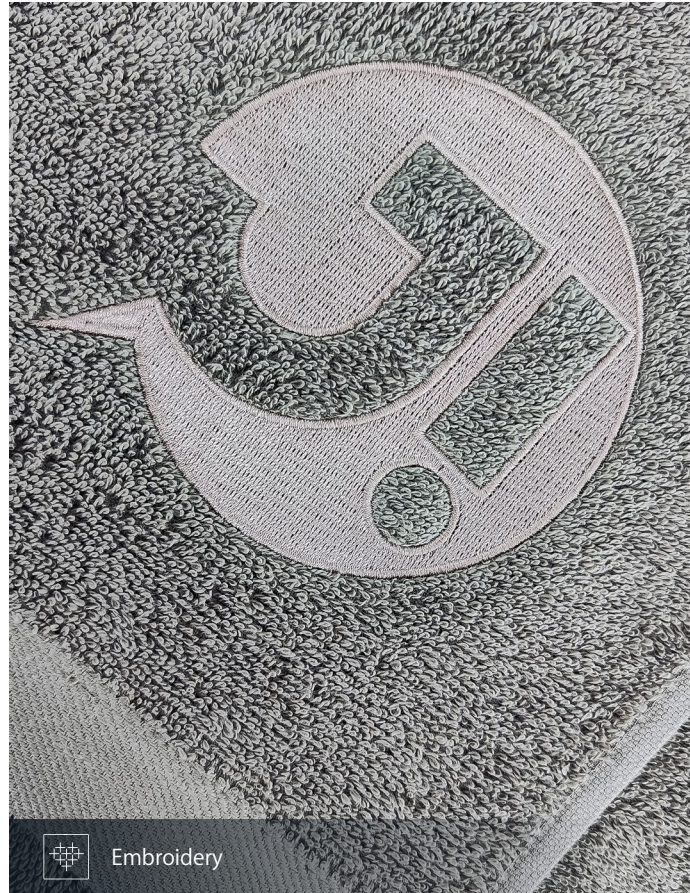
Hot stamping



Label



Laser engraving



Embroidery



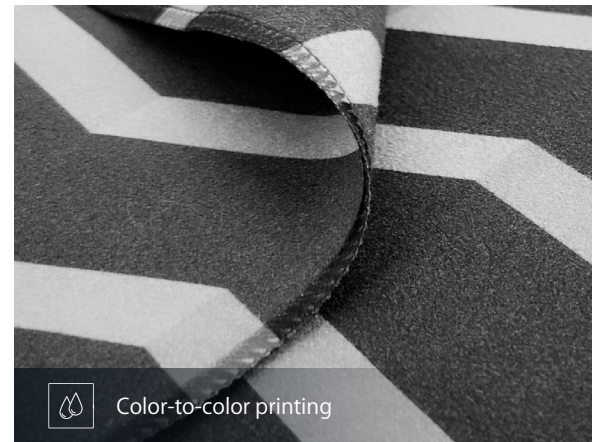
Sublimation printing on the border



Full-area sublimation printing



Transfer printing



Color-to-color printing



Custom production allows for creative freedom. You can order a special product designed specifically according to your requirements. You can choose custom colors, fabric density, cut, size, and branding technology.

CUSTOM PRODUCTION

The logo or other chosen design can even become an integral part of the towel—woven directly into its surface. This can be done as a single-color weave, matching the towel or bath towels, or as multi-color weaves where one color forms the base and the other creates the desired pattern. The weave can cover the entire surface or just the border. Check out our hotel program, tailored for large hotels, family guesthouses, and wellness facilities.

Custom Options:



Terry weaving



Printed blankets



Picnic blankets



Kitchen towels



Round towels



Hammam towels



Children's program



Hotel and wellness program



Promotional sets





Color inweaving into the terry surface offers a stylish way to personalize towels and bath towels with a striking effect. This method allows for the creation of a logo in a contrasting color, making it the dominant element of the design. The most common combination is a terry surface in one color and the logo in a second, solid color variant. After consultation, it is possible to incorporate multiple colors to ensure the design precisely matches the customer's vision. On the reverse side, the colors are inverted, and the logo is mirrored, creating an interesting and original look. This technique is most suitable for logos designed across the entire surface that do not contain too many fine details. Production and delivery takes approximately 6–9 weeks.

JACKQUARD INWEAVING



OEKO
TEX®



Branding by high-low inweaving technology in terry cloth is an elegant way to personalize towels and bathtowels. This technique uses varying loop lengths in the terry fabric, creating an embedded relief of the logo directly within the terry surface. The towel maintains a solid color design, giving it a clean and tasteful appearance. The color, size, and weight of the terry fabric can be adjusted exactly according to the customer's preferences, ensuring maximum satisfaction and a unique result. This technique is most suitable for logos designed across the entire surface that do not contain too many fine details. Production and delivery takes approximately 6–9 weeks.

HIGH-LOW INWEAVING



OEKO
TEX®



Inweaving a logo into a border is an elegant technique that allows for precise and detailed personalization of towels and bath towels. The logo can be created in up to three colors, in addition to the base shade of the terry cloth. To achieve the best result, a combination of cotton and polyester threads is used, ensuring high quality and durability of the design. This technique is also suitable for logos with finer details that other methods might not be able to reproduce as accurately. The color, size, and weight of the terry cloth can be adjusted exactly according to the customer's wishes, ensuring maximum satisfaction and a unique result. Production and delivery takes approximately 6–9 weeks.

BORDER INWEAVING



OEKO
TEX®



Inweaving a logo with cotton chenille yarn into border is a technique that creates a velvet and elegant appearance with the logo raised above the surface of the border, resulting in a relief effect. Chenille yarn not only gives the logo a velvety look but also a pleasant texture to the touch. The towel remains solid-colored, emphasizing a clean and elegant appearance. This technology is ideal for logos without fine details, where the final effect is subtle yet very sophisticated.

INWEAVING BY CHENILLE YARN





A soft, cozy blanket is one of the most appreciated promotional items. You can rest assured it will never go unused. It provides warmth at home, in the car, or on a plane. It's perfect for picnics, festivals, or lounging in a wellness center.

Lightweight fleece blankets in two sizes offer maximum space for your creativity through full-area sublimation printing. The print can be applied to one or both sides and complemented with contrast stitching or a label featuring your brand.

PRINTED BLANKET





Our picnic blanket is the perfect companion for all outdoor adventures. The upper side of the blanket provides ample space for custom printing, logos, or patterns.

Thanks to a practical strap, it's easy to carry anywhere. A Velcro fastener keeps the blanket securely folded, making it convenient to pack in a bag or sling over your shoulder. The soft upper layer is comfortable, while the bottom layer, made of non-woven fabric, ensures durability.

PICNIC BLANKET





Kitchen towels with a design woven according to the customer's request combine practical use with a unique and personalized design. The melange effect gives the towels a distinctive look, blending different yarn shades to create a subtly variable and attractive texture. This processing method allows for the display of more detailed designs and logos, which can cover the entire surface of the towel. Woven kitchen towels are also ideal for more complex patterns and can be woven in up to three different colors.

Woven kitchen towels are the perfect combination of high-quality 100% cotton material and practicality, ensuring long-term usability.



KITCHEN TOWELS





Hamam



Round towel



Hotel and wellness program



Children's program









Promotional sets



The magic lies in the detail, which is why it's worth packing your terry gift appropriately. We offer seven basic packaging options.

PACKAGING

-  Paper sleeve
-  PE bag
-  Organza bag
-  Bag with ribbon
-  Pressing
-  Mesh bag



Paper sleeve



PE bag



Bag with ribbon



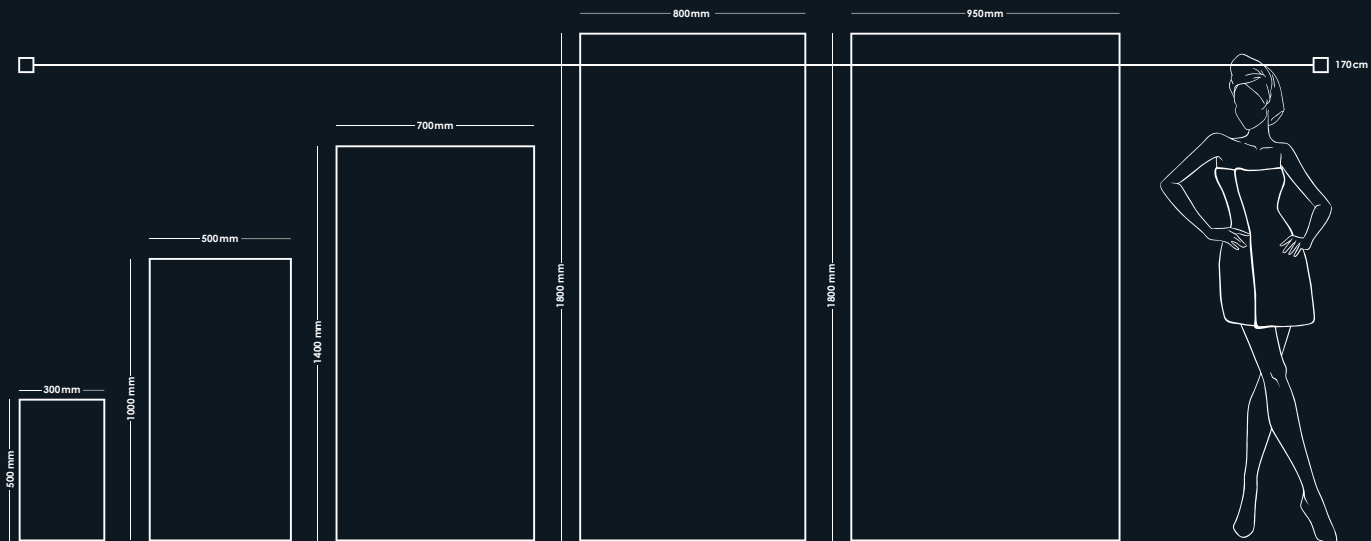
Organza bag



Mesh bag



Pressing





white 0100 PMS Trans. White	silver 9595 PMS 429 C	graphite 8430 PMS 7540 C	black 9951 PMS Black C	deep sea 5951 PMS 2767 C	dark blue 5851 PMS 654 C	cobalt blue 5851 PMS 287 C	royal 5751 PMS 2935 C
silica 1121 PMS 9140 C	cream 1155 PMS 7499 C	aquamarin 5151 PMS 2707 C	light blue 5353 PMS 7453 C	ice blue 5258 PMS 2191 C	turquoise 5510 PMS 312 C	sky blue 5605 PMS 3135 C	denim 5757 PMS 2374 C
natural 1986 PMS 7506 C	citrin 2121 PMS 7407 C	lime 6360 PMS 366 C	avocado 6676 PMS 576 C	apple green 6510 PMS 368 C	electric green 6558 PMS 375 C	grass green 6850 PMS 356 C	petrol 6965 PMS 3165 C
walnut 8529 PMS 7530 C	achat 8121 PMS W. Gray 8 C	nefrit 6721 PMS 7537 C	neon yellow 1769 PMS 809 U	neon pink 3969 PMS 812 U	purple 3375 PMS 674 C	red 3551 PMS 199 C	berry 3710 PMS 221 C
caramel 7521 PMS 7566 C	dark yellow 1752 PMS 122 C	orange 2551 PMS 1505 C					



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