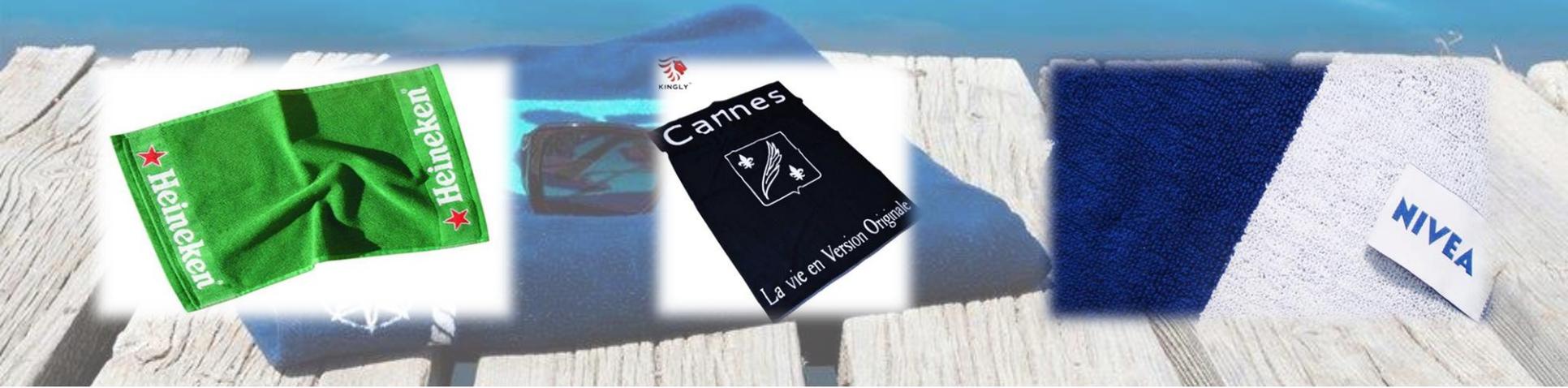




# Promotional Towels - Best Way to Promote Your Business in UK

[www.wearekingly.com](http://www.wearekingly.com)

# Why are promotional towels a prominent means of endorsement in the UK?



Advertising strategies are not confined anymore. They are open for almost every industry, and so are the advertising practices. Companies are opting for the most suitable endorsement policies to enhance their market share and are trying not to leave out the prevalent ones.

Every entrepreneur, these days, is eager to make a place in the market. That's why they try to resort to some of the best ways of advertising. Mentioned above is one of the best techniques of advertising, which is not restricted anymore to hotels and resorts. The technique is being widely used by offices, sports complexes and gyms. These industries have tried to bring out something new and distinctive for their customers, as well as for their employees. Providing them with a cottony fabric, imprinted with the company initials, to wipe off their hands and faces can make the workplace or a workout place look even more advanced and realistic.





With the advertising industry becoming substantial lately, new ways of endorsement are constantly coming into being. Although media promotions can never take a backseat, still some of the newest ways of endorsement have made their way into the market, for example- product giveaways, after sale surveys, contests, promotional gifts etc. These endorsement strategies are being vigorously used by the advertisers to nab a great share of the market.



Nowadays, one common practice is producing an advertisement using clothing materials. You must have seen several companies gifting their regular clients and employees T-shirts imprinted with its name or any other such thing. This is becoming a common practice in the present scenario. Therefore, promotional towels in the UK are becoming a pervasive means of product endorsement. They are, at times, particularly attractive for kids when they form a part of their goody bag. Kingly is a leading manufacturer of advertising merchandise and lightweight beach towels in the UK. The means of endorsement are used in:



### **Hotels and resorts:**

The practice of using fabric products for endorsement has been common in hotels and resorts. Imprinted linen, bed sheets and soft cotton bath wears have always been captivated for visitors. The trend still continues and is expanding with the advent of time. This is giving a boost to the endorsement industry to come up with more interesting ideas for attracting customers.

### **Sports complexes:**

There are several brands that are into selling sports merchandise. These giants are also using this striking means of advertisement to capture the market. They usually sell their endorsement products to sports complexes, where these products are either used by the members in complex or are sold to them. Being a prominent method of advertising, this method of promotion has now extended to almost every sector.

### **Offices and workplaces:**

These days, offices and work places are bringing in interesting things for their employees. They are also making them a part of their endorsement strategy. As I have mentioned earlier, they gift their employees branded T-shirts. However, some workplaces have workout areas and steam rooms build up for their employees. The advertising team their usually gets cleaned and sponging fabric imprinted with the initials, to be used by the employees.

### **Gymnasiums:**

Like sports complexes, gymnasiums are also associated with a number of sport brands and the one that sell the food supplements. However, large gymnasiums have their own advertising strategies. The strategy of using textile imprinting is now being widely followed by gyms also.

Contact Us



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### **About Kingly**

Kingly is the leading manufacturer and supplier of towel in UK. It consists exclusive range of towels for everyone from the children to elders.