

Short Run Weaving of Bar Towels Opens New Promotional Opportunities

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Micro breweries, pubs, clubs and leisure outlets can now take advantage of high quality bar towel production - available in cost effective short runs. Specialist supplier, Brennard Textiles, has worked hard to locate a manufacturer who is capable of making a quality bar towel customised with a woven logo, name or message. Besides their traditional bar use, the towels make an ideal promotional tool.

Len Bladen of Brennard Textiles explained, "We were approached by several small breweries wanting high quality customised bar towels – but in small quantities, a thousand or less. Most weavers now need a minimum manufacturing run of several thousand to get the unit cost of production down. However, we have been able to put together a package that meets short run requirements without sacrificing quality."

Among the first customers has been Penrith based Tirril Brewery. Chris Tomlinson of Tirril said, "We were excited when Len came up with a cost effective solution to our supply problem – and even more delighted when we found the high quality of weaving meant we could also use them as a valued gift to our customers." Another Cumbria based brewery, Yates, is already on to their second order as the towels have proved so popular with the customers.

Short runs even prove cost effective for individual outlets, as Allyson Windle of The Three Crowns found. She was so impressed that she even sent a photo of her bar, complete with towels.

The standard small bar towel format is often used as a handy sized accessory in sports such as golf, pool and snooker where a dry grip is important. "We can weave a close match to most colours and incorporate sophisticated logos to meet the needs of anyone who wants a small towel that has a powerful branding edge," outlined Len.

Brennard Textiles provides full advice on how to achieve the best result from the weaving process as part of the service.

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