



**EVER<sup>®</sup>  
PLUSH**

# PRODUCT CATALOG

2018-2019



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## OUR DNA

### **What is Everplush® Technology?**

In 2011, our CEO patented a really cool technology that combines natural and synthetic (human-made) materials. The technology improves the softness, durability and overall performance of towels and terry fabrics. Thus, we named it Everplush®, in honor of this everlasting softness. We loved Everplush® Technology so much we built an entire bath linens brand around it.

### **Soft Yet Effective**

True to our name, all Everplush® products are soft, cozy, and reliably long-lasting. At the core of our products is our customer, and we strive to make comfortable, dependable products for them!

### **A Conscious Brand**

We strive to be as environmentally friendly as possible in our production. Sustainability is part of our brand DNA, and we are constantly developing innovations to have a measurable, positive impact on our environment. Recently, we introduced reusable travel bags for our packaging so that customers can reduce their contribution to landfill waste.

### **We are the Supply Chain**

We make every towel: from start to finish. We spin the microfiber, weave the fabric, dye the materials and ship to the US ourselves. No outsourcing needed! We are committed to supply chain excellence by being as transparent about our manufacturing practices as possible. We love our company and want our customers to feel that love too!

### **The End User, First.**

We're passionate about textiles, and sharing that passion improves the end user experience. Giving our customers the best towel possible, we focus on premium quality and performance that actually works! Like we say, we're not an ordinary towel: when you buy Everplush®, you're making an investment into a better drying off experience.

# HOW IT WORKS

In simple terms, Everplush® Technology doubles the number of loops in a towel.  
Where there is normally one terry loop, Everplush® provides two.



Normal Cotton Loops



Everplush® Loops

## DUAL LOOP STRUCTURE

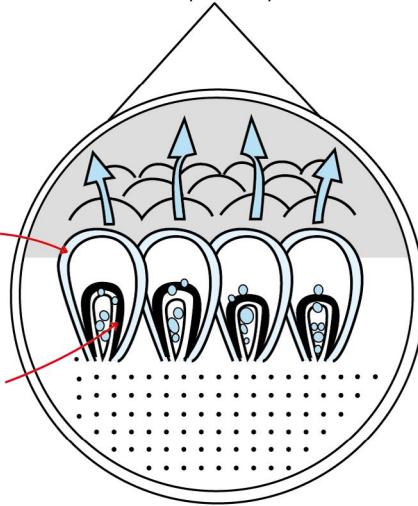
Skin only touches cotton and benefits from quick-drying, moisture-wicking microfiber

### 1. Luxurious Cotton Outer Loop

Zero-Twist Cotton loops feel soft and gentle on skin

### 2. Performance Microfiber Inner Loop

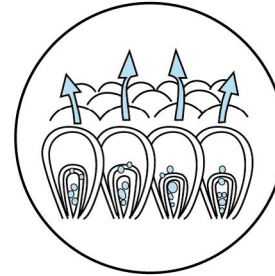
Combination Microfiber loops soak up water and dry quickly



# THE BENEFITS

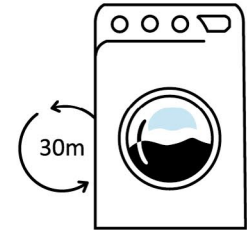
## Quick-Dry that Actually Works!

Air-Flow between loops lets moisture quickly evaporate, drying you off faster than cotton alone



## Shorter Drying Time Between Uses

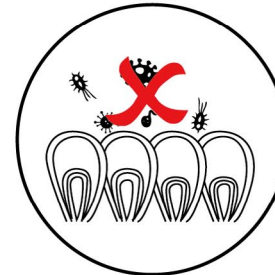
Extra Air Flow means Everplush® towels dry up to 50% faster than normal cotton towels!



Hang dries < 1 Hour  
Machine Dries < 30m

## A Stronger, Longer-Lasting Towel

The Dual Loop structure prevents cotton loops from absorbing outside particles so the towel sheds less lint, resists odors, barely shrinks, and gets softer after every wash



- ✓ **Instant Absorption:**  
pulls water from skin
- ✓ **Breathable Towel:**  
dries quickly and resists odors
- ✓ **Visibly Lint Free:**  
minimal shrinkage & lint
- ✓ **Ever Soft, Everplush:**  
softer cotton after every wash



# SUSTAINABILITY

## Premium Quality Materials & Manufacturing: End-to-End

Every Everplush Towel is made from premium quality cotton and microfiber. We make our own microfiber, which allows us complete control over the quality, lead time, and cost while simultaneously reducing our total carbon footprint. **Less Energy is Used to Make Everplush® Towels**

## Supporting Conscious Customers

We developed Everplush towels so that our customers don't have to wash their towels as often.

Normal towels require laundering every 2-3 days; but Everplush® reduces that to 1x a week.

**Users Reduce their Household Water and Energy Consumption.**



# CUSTOMER REVIEWS

*The Product Speaks for Itself!*



Love these! It dries you very quickly, and can be used again right away. No mildew smell or feel after several uses.

5/22/2017

This towel makes me want to use the word "perfect."

5/7/2017

LOVE these towels! Soft, absorbent, light-weight --- just perfect!

2/16/2017

It is like drying off with a soft sponge. They never smell and do not show stains.

12/5/2016

I have purchased 2 of the Diamond Jacquard towels a year ago, and they still look and feel like brand new. They are super absorbent and super soft. They hold up so nicely after numerous washing and drying cycles. These are towels my family and I fight over! I just bought 4 more tonight!

8/29/2017

These things are awesome!! Will be buying more. Absorb great, don't fray or smell!!

12/1/2017

These towels are super absorbent. After drying off with these towels, my skin feels dry. The towels also dry quickly so there's no mildew-y smells. Love these towels

2/27/2017

# EVER<sup>®</sup> PLUSH

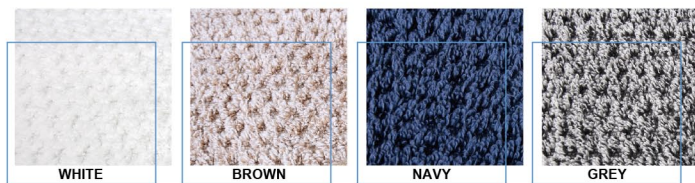
Our Signature Brand of Performance Bath Linens  
Powered By Everplush<sup>®</sup> Technology



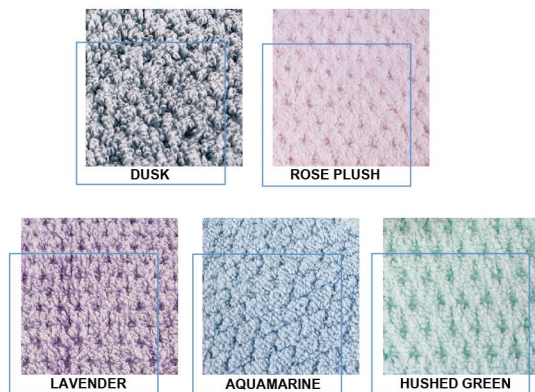
# 2018 COLLECTION

## DIAMOND JACQUARD

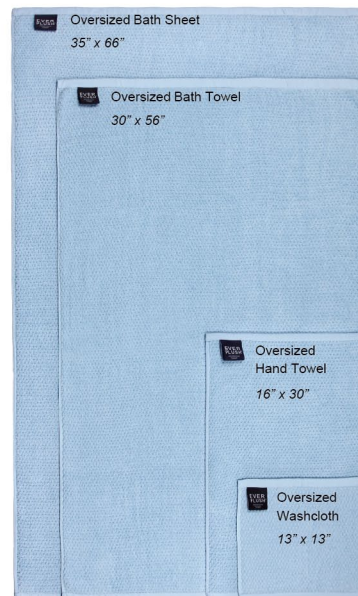
The Diamond Jacquard Collection is inspired by the geometry of neutral tones found in nature, for a refreshed bathroom experience, and twisted with the innovative technology core of the Everplush® brand. This lightweight, 500 GSM line offers the highest comfort, quality, and performance for the perfect drying-off experience.



NEW



### SIZE CHART



### Product Description

- Oversized Lightweight Bath Linen, powered by Patented Everplush® Technology
- Instantly absorbs water and dries faster than 100% cotton towels
- Visibly lint free on the first use
- Softer and fluffier after every wash
- Machine Washable
- 500 GSM 40% Zero-Twist Cotton / 48% Polyester / 12% Nylon

### PACKAGING STYLES

#### U-Card



#### Hang Tag



#### Reusable Non-Woven Bag





## Everplush®Diamond Jacquard Bath Towel



- Packaging** 2 Piece Set: Non-Woven Bag  
Single: U-Card or Non-Woven Bag
- MSRP** 2 Piece Set: \$54.99  
Single: \$29.99
- MOQ** 2 Piece Set: 12  
Single: 20

Product Type	Color	SKU
Bath Towel	Brown	710-01-03-13
	Grey	710-01-03-72
	Navy Blue	710-01-03-55
	White	710-01-02-00
	Aquamarine	710-05-02-00-53
	Lavender	710-01-02-61
	Hushed Green	710-05-02-00-44
	Rose Plush	710-05-02-00-64
	Dusk	710-05-02-00-54
Bath Towel 2 Piece	Brown	711-01-010-13
	Grey	11100101072
	Lavender	11101011061
	Navy Blue	11101011055
	White	711-01-010-00
	Aquamarine	711-05-02-10-53
	Hushed Green	711-05-02-10-44
	Rose Plush	711-05-02-10-64
	Dusk	711-05-02-10-54

## Everplush®Diamond Jacquard Wash Cloth



400 GSM

- Packaging** 6 Piece Set: Reusable Non-Woven Bag  
Single: Hang Tag
- MSRP** 6 Piece Set: \$19.99  
Single: \$6.99
- MOQ** 6 Piece Set: 50  
Single: 36

Product Type	Color	SKU
Washcloth	Brown	710-01-04-13
	Grey	710-01-04-72
	Navy Blue	710-01-04-55
	White	710-01-04-00
	Aquamarine	711-05-04-00-53
	Lavender	711-05-04-00-61
	Hushed Green	711-05-04-00-44
	Rose Plush	711-05-04-00-64
	Dusk	711-05-04-00-54
Washcloth 6 Piece Set	Brown	710-01-04-13-6P
	Grey	710-01-04-72-6P
	Navy Blue	710-01-04-55-6P
	White	710-01-04-00-6P
	Aquamarine	710-05-04-00-53
	Lavender	710-05-04-00-61
	Hushed Green	710-05-04-00-44
	Rose Plush	710-05-04-00-64
	Dusk	710-05-04-00-54

## Everplush®Diamond Jacquard Hand Towel



- Packaging** 4 Piece Set: Reusable Non-Woven Bag  
Single: Hang Tag
- MSRP** 4 Piece Set: \$23.99  
Single: \$8.99
- MOQ** 4 Piece Set: 24  
Single: 24

Product Type	Color	SKU
Hand Towel	Brown	710-01-03-13
	Grey	710-01-03-72
	Navy Blue	710-01-03-55
	White	710-01-03-00
	Aquamarine	711 05 03 00 53
	Lavender	711-05-03-00-61
	Hushed Green	711-05-03-00-44
	Rose Plush	711-05-03-00-64
	Dusk	711-05-03-00-54
Hand Towel 4 Piece Set	Brown	710-01-03-13-4P
	Grey	710-01-03-72-4P
	Navy Blue	710-01-03-55-4P
	White	710-01-03-00-4P
	Aquamarine	710-05-03-30-53
	Lavender	710-05-03-30-61
	Hushed Green	710-05-03-30-44
	Rose Plush	710-05-03-30-64
	Dusk	710-05-03-30-54

## Everplush®Diamond Jacquard Bath Sheet



400 GSM

- Packaging** 2 Piece Set: Reusable Non-Woven Bag  
Single: U-Card or Non-Woven Bag
- MSRP** 2 Piece Set: \$59.99  
Single: \$35.99
- MOQ** 2 Piece Set: 8  
Single: 15

Product Type	Color	SKU
Bath Sheet	Brown	710-01-05-13
	Grey	710-01-05-72
	Navy Blue	710-01-05-55
	White	710-01-05-00
	Aquamarine	710 05 00 00 53
	Lavender	710-05-09-00-61
	Hushed Green	710-05-09-00-44
	Rose Plush	710-05-09-00-64
	Dusk	710-05-09-00-54
Bath Sheet 2 Piece Set	Brown	710-05-09-10-13
	Grey	710-05-09-10-73
	Navy Blue	710-05-09-10-55
	White	710-05-09-10-01
	Aquamarine	710-05-09-10-53
	Lavender	710-05-09-10-61
	Hushed Green	710-05-09-10-44
	Rose Plush	710-05-09-10-64
	Dusk	710-05-09-10-54



Everplush®Diamond Jacquard Bath Linens 6 Piece Set



2 Bath Towels or Bath Sheets +  
2 Hand Towels + 2 Washcloths

Packaging Reusable Non-Woven Bag

MSRP Bath Towel Set: \$69.99  
Bath Sheet Set: \$79.99

MOQ Bath Towel Set: 9  
Bath Sheet Set: 6

Product Type	Color	SKU
Bath Towel Set	Brown	7-10-05-02-40-13
	Grey	7-10-05-02-40-73
	Navy Blue	7-10-05-02-40-55
	White	7-10-05-02-40-01
	Aquamarine	7-10-05-02-40-53
	Lavender	7-10-05-02-40-61
	Hushed Green	7-10-05-02-40-44
	Rose Plush	7-10-05-02-40-64
	Dusk	7-10-05-02-40-54
Bath Sheet Set	Brown	7-10-05-09-40-13
	Grey	7-10-05-09-40-73
	Navy Blue	7-10-05-09-40-55
	White	7-10-05-09-40-01
	Aquamarine	7-10-05-09-40-53
	Lavender	7-10-05-09-40-61
	Hushed Green	7-10-05-09-40-44
	Rose Plush	7-10-05-09-40-64
	Dusk	7-10-05-09-40-54

Everplush® Diamond Jacquard Bath Linens 10-Piece Set



4 Bath Towels + 4 Hand Towels  
+ 2 Washcloths

Packaging Reusable Non-Woven Bag

MSRP \$150.00

MOQ 3

Product Type	Color	SKU
10 Piece Set	Grey	11101016072
	Lavender	11101016061
	Navy Blue	11101016055
	White	71101016000
	Aquamarine	7-11-01-40-00-53
	Hushed Green	7-11-01-40-00-44
	Rose Plush	7-11-01-16-063
	Dusk	7-11-01-40-00-54
	Brown	711-010-160-13

COMING SOON

Everplush® Diamond Jacquard Hair Turban



Product Type	Color	SKU
Turban	White	7-21-05-00-10-01
	Rose Plush	7-21-05-00-10-64

Packaging Reusable Non-Woven Bag

MSRP \$14.99

MOQ 12

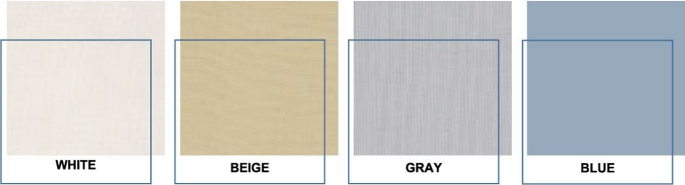


# COMING SOON

## THE WARP KNIT COLLECTION

Our customers have spoken, and they're demanding a traditional-style bath towel. Our knitted construction of Everplush® Technology combines the performance of Everplush with the sophisticated look of traditional bath towels. This heavier, 600 GSM collection is warp-knitted to provide fabric breathability while maximizing plushness and durability.

Soft, yet Durable. Comfortable, but Strong. Luxurious & Practical.



# COMING SOON

## THE RESORT BATHROBE

We're launching a premium quality bathrobe powered by Everplush® Technology. Our bathrobe feels softer and more luxurious than traditional cotton or microfleece bathrobes.

We shear the inside terry fabrics to expose the yarn to more surface. This increases the absorbency, maximizes the softness, and provides the plushest, most luxuriously silky smooth bathrobe in the market!



Product Type	Color	SKU
Bathrobe	White	MFINBR

**Packaging** Reusable Non-Woven Bag

**MSRP** \$39.99

**MOQ** 12

**Dimensions** 48" L (one-size-fits-all), 450 GSM





# PRIVATE LABEL

Power your next towel program with **EVERPLUSH® TECHNOLOGY**

*Custom fabrications, dimensions, product types, embellishments, embroideries, colors & beyond.*

*Here are a few ideas!*

General - Woven	Max GSM	800
	Dobby Loom	60 looms
	Jacquard Loom	14 looms
	Air-jet Loom	24 looms
General - Knit	Max GSM	780
	Warp Knitting	32 Machines • 30,000 kgs / day
Printing & Dyeing	Sublimation / Heat Transfer	• Capable, 1,000 m / day
	Fabric Dyeing	• Capable, 12,000 kgs / day

Patent no:

China	Japan	United States
Utility Model: ZL201120036689.5	Utility Model: 2011002359	13/425827
Invention: 201110036501		

Vertical Supply Chain:



Warp Knitted Towels



Dobby Border Towels



Bath & Beauty Accessories



Multi-Color Vat Dye

Self-Fabricated Edge



Self-Fabricated Edge

Fabric Edge Binding





*Creating a Comfortable World*



**TRICOL GROUP**

**Tricol**  
BIOMEDICAL INC

TRICOL · CLEAN®

everplush®

Global Headquarters

Jiankang East Street, no 6888  
Weifang, 261205, Shandong, China

P: +86-536-610-1088

F: +86-536-610-1026

[www.tricolgroup.com](http://www.tricolgroup.com)  
[www.tricolbiomedical.com](http://www.tricolbiomedical.com)  
[www.Everplush.com](http://www.Everplush.com)

Tricol Clean Office

18848 13<sup>th</sup> Place South  
SeaTac, WA 98148

1-206-244-0585

[info@tricolclean.com](mailto:info@tricolclean.com)

Tricol Biomedical Office

720 SW Washington St Suite  
200 Portland, OR 97205

1-503-245-0459

Shanghai Office

Rm# 701 Block-B, 455 YanZhan  
Road Songjiang District Shanghai  
China 201612

P: +86-21-376-308-18