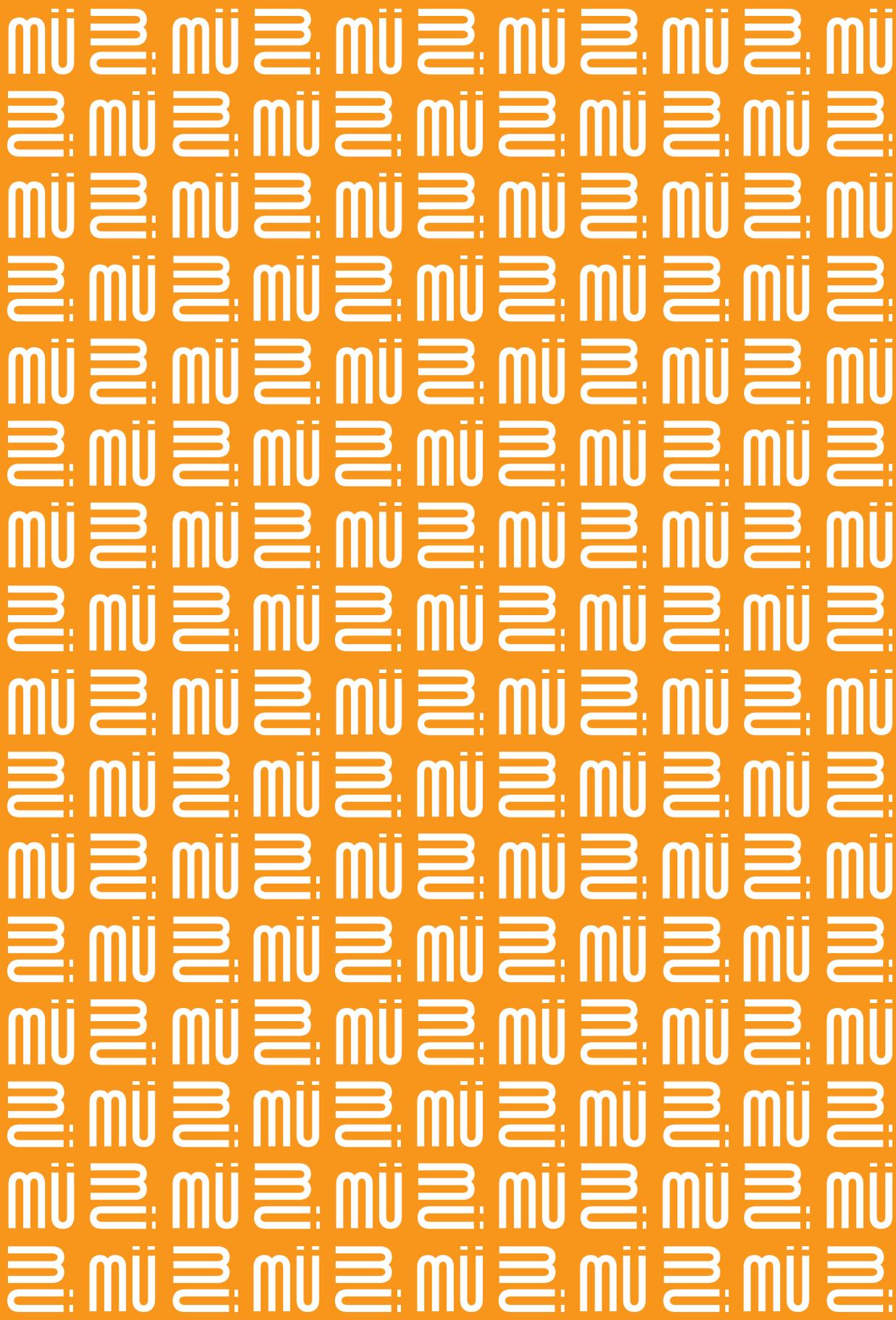


2014

mü



SIMPLY BETTER. MORE COLORFUL. TRULY INSPIRED DESIGN.

2014 is about being refreshed, revived and back to our roots in bringing you simply the best, brightest, most inspired designs we can produce. We hope you enjoy!

<i>MÜcloth & MÜtowels</i> 2-3	<i>designer prints</i> 16-19
<i>microfiber cleaning</i> 4-7	<i>flour sacks</i> 20-21
<i>microfiber waffle</i> 8-9	<i>designer print aprons</i> 22-26
<i>cotton ridged</i> 10	<i>bar mops</i> 27
<i>cotton stripes</i> 11	<i>Kids sets</i> 28-29
<i>color combinations</i> 12-13	<i>jacquard towels</i> 30,32
<i>cotton waffle</i> 14-15	<i>silicone</i> 31

FRESH PICKED COLOR

The one and only MÜcloth and MÜtowel now with even more colors! So unique — MÜcloth holds a U.S. Patent.

MÜcloth®
100% Microfiber cloth with a U.S. patented built-in scrubber.

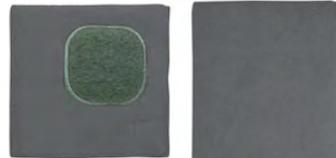
dims: 12 x 12 in.
retail: \$4.99 ea

MÜtowel®
100% Microfiber towel in a rainbow of colors and prints.

dims: 16 x 24 in.
retail: \$7.99 ea



NEW!
blueberry
MÜcloth:
6658-1405
MÜtowel:
6659-1405



NEW!
stainless
MÜcloth:
6658-1418
MÜtowel:
6659-1418



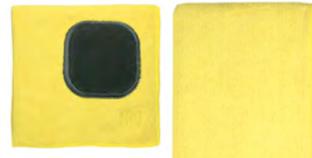
NEW!
wheatgrass
MÜcloth:
6658-1404
MÜtowel:
6659-1404



berry
MÜcloth:
6658-1307
MÜtowel:
6659-1307



red poppy
MÜcloth:
6658-1019
MÜtowel:
6659-1019



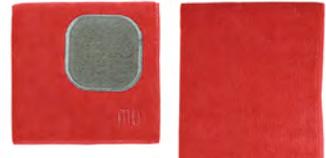
chiffon
MÜcloth:
6658-0903
MÜtowel:
6659-0903



starflower
MÜcloth:
6658-1326
MÜtowel:
6659-1326



flax
MÜcloth:
6658-1309
MÜtowel:
6659-1309



crimson
MÜcloth:
6658-0906
MÜtowel:
6659-0906



onyx
MÜcloth:
6658-0908
MÜtowel:
6659-0908



pear
MÜcloth:
6658-1304
MÜtowel:
6659-1304



sundrop
MÜcloth:
6658-1325
MÜtowel:
6659-1325



orange
MÜcloth:
6658-0910
MÜtowel:
6659-0910



blue poppy
MÜcloth:
6658-1020
MÜtowel:
6659-1020

SKIP THE CHEMICALS

Three piece microfiber specialty cleaning set has three separate textures that target dirt and streaks.

three piece microfiber specialty cleaning set

Set of 3 towels each with a specific purpose:

GLASS - Textured surface leaves 0% streaks & 100% sparkle on glassware or windows.

STAINLESS - Flat woven surface polishes stainless, appliances or bar ware.

SURFACES - Heavy microfiber nap works hard on deep cleaning jobs.

dims: set of 3 - 14 x 14 in. (6.5 x 9.25 in., as packaged)

retail: \$9.99/set



glass

stainless

surfaces

3 pc cleaning set
6650-1100

SCRUB IT UP

Microfiber scrub cloths have two distinct textures. One digs up dirt, the second wipes it clean in a snap.

set of two microfiber scrub cloths

General purpose microfiber cloths in bright colors for tough cleaning jobs.

dims: set of 2 - 12 x 12 in. ea

retail: \$8.99/set



NEW!
blue
6650-1405



green
6650-1200



gray
6650-1208



orange
6650-1210

PRETTY & TOUGH

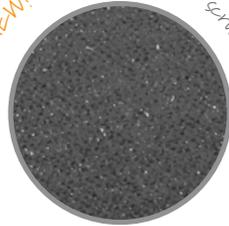
New prints with a colorful pattern twist — who can buy just one?

double-duty, delicate and durable printed scrub sponge

Pattern print sponge is backed with a durable scrubber. Scrubber side is a texture that is tough but gentle on dishes.

dims: 3 x 6.5 in.
retail: \$3.99 each

NEW! Delicate and durable scrubbing side



NEW!
marrakesh black
6608-1448



NEW!
marrakesh green
6608-1444

ONE-TWO PUNCH

two pack ultimate 2 in 1 scrub sponges

One multi-color printed sponge plus one solid yellow sponge. Both sponges are super-soft microfiber backed with a durable scrubber. Tough on stains, but safe for non-stick surfaces.

dims: set of 2 - 3 x 6.5 in. ea
retail: \$5.99/set



2 pack sponges
6608-1200



SOAK IT UP, BUTTERCUP

Waffle cloths and towels are lint-free, quick-drying and super absorbent. Solid colors are fashion and trend right.

set of three microfiber waffle dishcloths

100% microfiber solid color cloth with a waffle weave. Rounded corners add durability.

dims: set of 3 - 12 x 12 in.

retail: \$7.99 ea

set of two microfiber waffle dishtowels

100% microfiber solid color towels with a waffle weave. Rounded corners add durability.

dims: set of 2 - 17 x 25.5 in.

retail: \$11.99 ea



white

cloth: 6638-0901

towel: 6648-0901



lemon

cloth: 6638-1003

towel: 6648-1003



NEW!

cadet gray

cloth: 6638-1418

towel: 6648-1418



NEW!

palace blue

cloth: 6638-1405

towel: 6648-1405



NEW!

peridot green

cloth: 6638-1404

towel: 6648-1404



sea blue

cloth: 6638-1005

towel: 6648-1005



grass

cloth: 6638-1004

towel: 6648-1004



tangerine

cloth: 6638-1320

towel: 6648-1320



pebble

cloth: 6638-1209

towel: 6648-1209



grape

cloth: 6638-1217

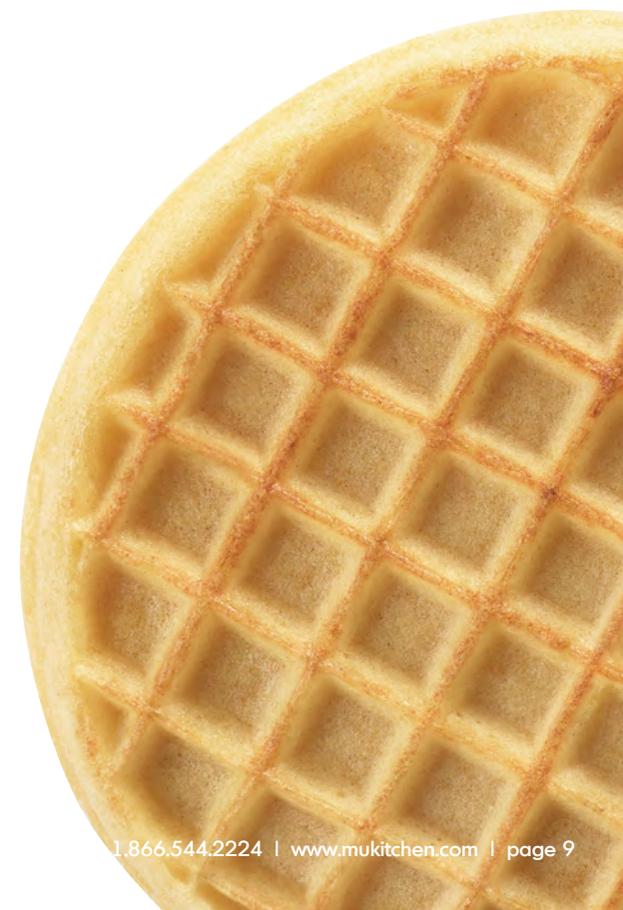
towel: 6648-1217



coral

cloth: 6638-1210

towel: 6648-1210



ULTRA MODERN RIDGES

Super-saturated colors and a cool, horizontal ridged texture creates a cloth and towel with a distinctly modern sense.

ridged texture cotton dishcloth

100% cotton cloth with a unique, horizontally ridged terry texture.

dims: 12 x 12 in.
retail: \$2.99 ea



NEW!
white
cloth:
6614-1401
towel:
6615-1401



NEW!
fire
cloth:
6614-1406
towel:
6615-1406



ridged texture cotton dishtowel

100% cotton towel with a unique, horizontally ridged terry texture.

dims: 18 x 28 in.
retail: \$5.99 ea



NEW!
leaf
cloth:
6614-1404
towel:
6615-1404



NEW!
lake
cloth:
6614-1405
towel:
6615-1405



NEW!
sunshine
cloth:
6614-1403
towel:
6615-1403



NEW! Raised ridges of cotton re-invent the modern towel!



MORE STRIPES, PLEASE

Thick and hefty basket weave cloths and towels — the towel set features three distinct stripe patterns.

set of three cotton stripe dishcloths

100% cotton basket weave with hanging loop.

dims: set of 3 - 13 x 13 in.
retail: \$5.99/set



set of three cotton stripe dishtowels

100% cotton basket weave with hanging loop and 3 unique stripes.

dims: set of 3 - 20 x 30 in.
retail: \$15.99/set



NEW!
cobalt stripe
cloth set: 6618-1415
towel set: 6628-1415



punch stripe
cloth set: 6618-1016
towel set: 6628-1016



NEW!
jade stripe
cloth set: 6618-1414
towel set: 6628-1414



sand stripe
cloth set: 6618-1019
towel set: 6628-1019



lemon stripe
cloth set: 6618-1013
towel set: 6628-1013



MIX & MATCH

What is your color story? Tell it with 10 solid and 2 print options of kitchen essentials that coordinate beautifully.

MÜcloth®

100% microfiber cloth with a patented built-in scrubber.

dims: 12 x 12 in.
retail: \$4.99 ea

MÜtowel®

100% microfiber towel in a rainbow of colors and prints.

dims: 16 x 24 in.
retail: \$7.99 ea

cotton handleslip

100% quilted cotton protects hand from hot handles, professional grade.

dims: 7.5 x 3.5 in.
retail: \$4.99 ea

cotton apron

100% cotton herringbone weave with 2 large chef pockets, adjustable neck ring and extra long ties.

dims: 35 in. long
retail: solids \$15.99 ea / prints \$17.99 ea

cotton potholder

100% quilted cotton with soft terry lining.

dims: 9 x 9 in.
retail: \$6.99 ea

cotton mitt

100% quilted cotton with soft terry lining.

dims: 13 in.
retail: \$8.99 ea



NEW! wheatgrass

MÜcloth: 665B-1404 MÜtowel: 6659-1404
handleslip: 6006-1404 cotton apron: 6002-1404
potholder: 6003-1404 mitt: 6004-1404



NEW! blueberry

MÜcloth: 665B-1405 MÜtowel: 6659-1405
handleslip: 6006-1405 cotton apron: 6002-1405
potholder: 6003-1405 mitt: 6004-1405



NEW! stainless

MÜcloth: 665B-1418 MÜtowel: 6659-1418
handleslip: 6006-1418 cotton apron: 6002-1418
potholder: 6003-1418 mitt: 6004-1418



onyx

MÜcloth: 665B-0908 MÜtowel: 6659-0908
handleslip: 6006-0908 cotton apron: 6002-0908
potholder: 6003-0908 mitt: 6004-0908



berry

MÜcloth: 665B-1307 MÜtowel: 6659-1307
handleslip: 6006-1307 cotton apron: 6002-1307
potholder: 6003-1307 mitt: 6004-1307



pear

MÜcloth: 665B-1304 MÜtowel: 6659-1304
handleslip: 6006-1304 cotton apron: 6002-1304
potholder: 6003-1304 mitt: 6004-1304



crimson

MÜcloth: 665B-0906 MÜtowel: 6659-0906
handleslip: 6006-0906 cotton apron: 6002-0906
potholder: 6003-0906 mitt: 6004-0906



orange

MÜcloth: 665B-0910 MÜtowel: 6659-0910
handleslip: 6006-0910 cotton apron: 6002-0910
potholder: 6003-0910 mitt: 6004-0910



chiffon

MÜcloth: 665B-0903 MÜtowel: 6659-0903
handleslip: 6006-0903 cotton apron: 6002-0903
potholder: 6003-0903 mitt: 6004-0903



flax

MÜcloth: 665B-1309 MÜtowel: 6659-1309
handleslip: 6006-1309 cotton apron: 6002-1309
potholder: 6003-1309 mitt: 6004-1309



red poppy

MÜcloth: 665B-1019 MÜtowel: 6659-1019
handleslip: 6006-1019 cotton apron: 6002-1019
potholder: 6003-1019 mitt: 6004-1019



blue poppy

MÜcloth: 665B-1020 MÜtowel: 6659-1020
handleslip: 6006-1020 cotton apron: 6002-1020
potholder: 6003-1020 mitt: 6004-1020

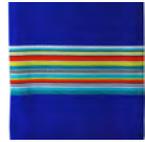
THIRSTY FOR STRIPES

Cotton towels with a top quality woven waffle texture and a colorful stripe that is woven right in.

set of two cotton waffle striped cloths

Great looking and hard working 100% cotton waffle cloths are super strong and durable.

dims: 12 x 12 in.
retail: \$3.99/set of 2



NEW!
blue
martini
cloth set:
6678-1435
towel:
6688-1435



NEW!
toasted
almond
cloth set:
6678-1439
towel:
6688-1439



cotton waffle striped towel

Super soft 100% cotton waffle towels that soak up spills and have a universal appeal.

dims: 19 x 28 in.
retail: \$5.99 ea

**BIG
OVERSIZED
TOWEL**



shaker
cloth set:
6678-1329
towel:
6688-1329



lime
cloth set:
6678-1324
towel:
6688-1324



grenadine
cloth set:
6678-1326
towel:
6688-1326



curacao
cloth set:
6678-1325
towel:
6688-1325



COOK WITH STYLE

Inspired by all the latest trends — new designer prints and patterns are sure to make everyone smile.

chef-style designer print cotton apron

100% cotton solid twill aprons with 2 large chef pockets, adjustable neck ring and extra long ties.

dims: 35 in. long
retail: \$17.99 ea



NEW!
fox
6002-1447

NEW!
owl
6002-1414

NEW!
marrakesh
6002-1448

CLEAN WITH SWAGGER

Coordinating prints and patterns round out the story. Bright and modern designs are a big hit.

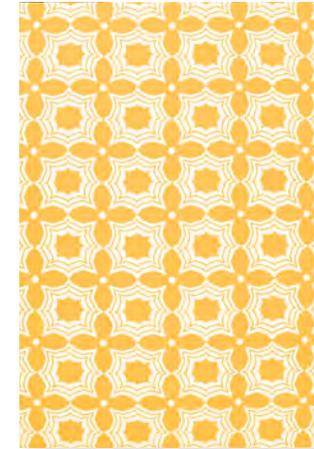
designer print cotton towels

100% cotton multi-color prints have bright and modern designs.

dims: 20 x 30 in. (shown full)
retail: \$5.99 ea



NEW!
fox
6628-1447



NEW!
tangier
6628-1433



NEW!
marrakesh
6628-1448



NEW!
casablanca
6628-1434

BIG TOWELS, BOLD PRINTS

Oversized and extremely colorful printed towels with designs that are totally unique. With so many themes and characters, they are easy to show and a snap to merchandise.

MORE COLOR = MORE FUN

designer print
cotton towels

100% cotton multi-color prints have colorful and cheerful designs.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea



NEW!
happy hour
6628-1450



NEW!
treats
6628-1454



NEW!
latte
6628-1451



life is a hoot
6628-1320



loving the view
6628-1328



garden
6628-1302



NEW!
fruit salad
6628-1453



NEW!
wildflowers
6628-1452



citrus
6628-1301



blossom red
6628-1303



blossom green
6628-1304

A BAKER'S BEST FRIEND

Flour sack towels offer the ultimate in utility — great for polishing glassware, drying dishes or covering dough. 100% cotton fine weave gets softer with each wash.

set of three cotton solid flour sack towels

Big oversized 100% cotton towels — each a different solid color (plus hard-working white!)

dims: set of 3 — 24 x 36 in.
retail: \$9.99/set



NEW!
chalkboard
6600-1408



jewel
6600-1307



oasis
6600-1306



white
6600-1201



harbor
6600-1305



beach
6600-1304



cool
6600-1203

DESIGN MEETS DURABILITY

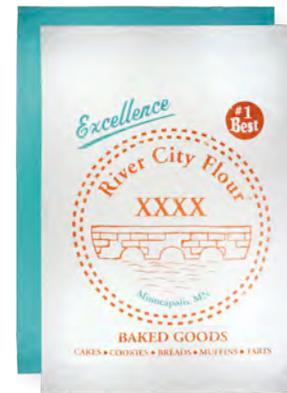


NEW!
owl
6600-1414

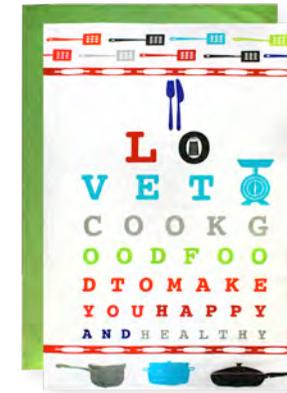
set of two designer print cotton flour sack towels

Big oversized 100% cotton towels — one is printed, the other is a coordinating solid.

dims: set of 2 — 24 x 36 in.
retail: \$7.99/set



river city
6600-1312



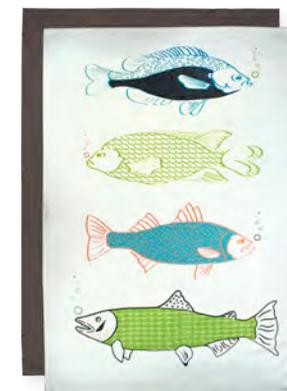
NEW!
eye chart
6600-1415



NEW!
dine
6600-1416



rooster
6600-1311



fish
6600-1313



utensils
6600-1310

MIX IT UP — WITH STYLE

Who can resist an apron that is more than an apron? The secret is in the front panel — just unbutton for a new look or a quick toss in the wash.

two-in-one designer print cotton apron & towel

Apron features a detachable towel that can be easily unbuttoned for a quick wash.

dims: 33 in. long
retail: \$22.99/set

designer print terry-lined cotton oven mitt

Natural terry lining and cotton fill add top-notch protection from the heat.

dims: 13 in.
retail: \$8.99 ea.

dahlia apron
6002-1338

blue moon apron
6002-1337

lattice apron
6002-1339

onion apron
6002-1236

NEW!
cherry blossom apron
6002-1441



dahlia mitt
6004-1338
13 in.



blue moon mitt
6004-1337
13 in.



lattice mitt
6004-1339
13 in.



onion mitt
6004-1436
13 in.



NEW!
cherry blossom mitt
6004-1441
13 in.

GO SWEET OR GO SASSY

Modern geometrics meet up with beautiful traditional prints to create a look that is sure to impress any fashionista.

v-neck
designer print
cotton apron

100% cotton fashion apron with cute button detail pockets.

dims: 32 in. long
retail: \$19.99 ea

designer print
terry-lined
cotton oven mitt

Natural terry lining and cotton fill add top-notch protection from the heat.

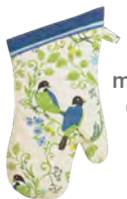
dims: 13 in
retail: \$8.99 ea.

NEW!
margaret apron
6002-1451

NEW!
bella apron
6002-1452

georgina apron
6002-1325

emma apron
6002-1326



NEW!
margaret mitt
6004-1451
13 in.



NEW!
bella mitt
6004-1452
13 in.



georgina mitt
6004-1325
13 in.



emma mitt
6004-1326
13 in.

POCKETS FULL OF STYLE

Pretty and practical — designer apron has pockets that can hold a recipe, reading glasses or even a mini-tablet!

polperro apron
6002-1224

anima apron
6002-1222



designer print cotton apron

100% cotton fashion apron
with roomy scoop pockets.

dims: 35 in. long
retail: \$21.99 ea

ALL IN ONE — THAT DELIVERS

Handy for mopping up in the kitchen, bar or anywhere.
A go-to towel for all reasons, customers buy them in multiples.

set of three bar mop cloths

100% cotton cloths with
a soft yet durable terry rib.

dims: set of 3 — 12 x 12 in.
retail: \$4.99/set

set of three bar mop towels

100% cotton towels that soak
up spills with super-absorbancy.

dims: set of 3 — 16 x 18 in.
retail: \$8.50/set



white cloth set
6610-1200



white towel set
6620-1200

KIDS LOVE COOKING TOO!

Why should grown ups have all the fun? Three piece sets are great for holidays and gifts, plus they provide real protection from kid-sized messes.

three piece kids chef set

100% cotton set includes apron, hat and mitt. Improved packaging keeps the set clean and neat until purchased.

dims: apron 24 in. long
mitt 9 in.
hat is adjustable

retail: \$21.99/set



princess set
6001-1326

sweet stuff set
6001-1114

happy helper set
6001-1113

NEW!
red poppy set
6001-1419

roadster set
6001-1325

LOVE IS IN THE KITCHEN

A happy message woven right into towels that are the ultimate in softness and durability.

loving life... happy kitchen

Soft and absorbent 100% cotton jacquard woven towel has a cheerful message and a colorful look.

dims: 20 x 30 in. (shown folded)
retail: \$5.99 ea

**BIG
OVERSIZED
TOWEL**



pepper red
6628-1216

edamame
6628-1214



onyx
6628-1218

indigo
6628-1215

lemon drop
6628-1213

SUPER GRAB & GRIP

Silicone grips combine with 100% cotton for a unique and practical kitchen tool.



silicone grip & cotton potholder

Side one has all over 100% silicone MÜgrip pattern side two has 100% quilted solid cotton.

dims: 7 x 9 in.
retail: \$6.50 ea

silicone grip & cotton oven mitt

Contact area has 100% silicone MÜgrip pattern. Balance of mitt is 100% quilted solid cotton with a soft terry lining.

dims: 10.5 x 6 in.
retail: \$9.99 ea



pepper red
mitt: 6024-1216
potholder: 6023-1216



edamame
mitt: 6024-1214
potholder: 6023-1214



onyx
mitt: 6024-1218
potholder: 6023-1218



indigo
mitt: 6024-1215
potholder: 6023-1215



lemon drop
mitt: 6024-1213
potholder: 6023-1213

SHARP LOOKS, SOFT COTTON

Foodies will love the inspired cooking message and be wowed by the 100% cotton jacquard softness.

cook on the cutting edge

Soft and absorbent 100% cotton jacquard woven towel has an inspired cooking message.

dims: 20 x 30 in. (shown full)
retail: \$5.99 ea

**BIG
OVERSIZED
TOWEL**



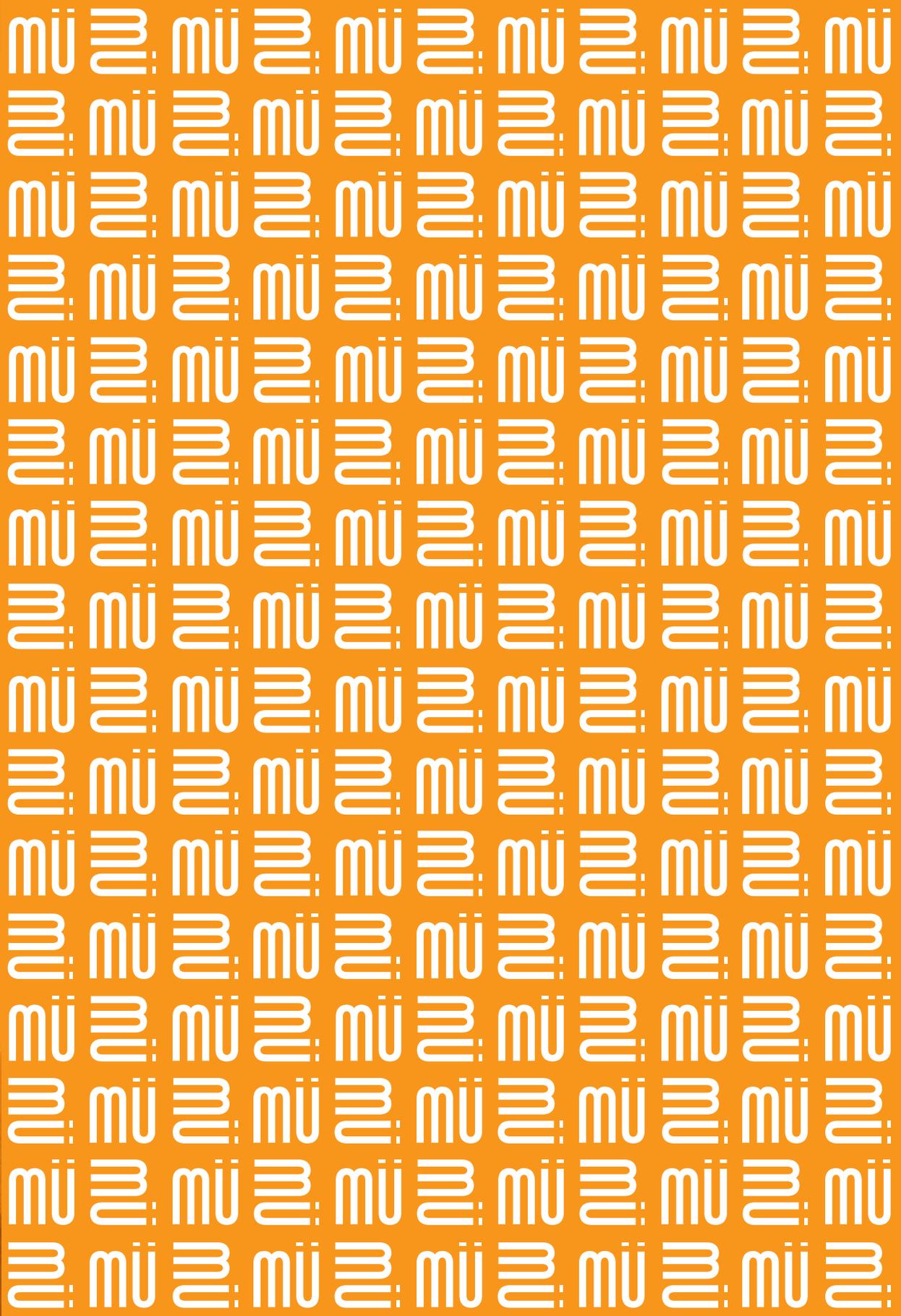
NEW!
mandarin
6628-1420



NEW!
bamboo
6628-1424



NEW!
lagoon
6628-1425



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