

BC *SOFTWEAR*

'Towels & robes with the softest touch...'



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www.bcsoftwear.co.uk

When I founded BC Softwear in 2002, I set out to offer the 5 star market the highest quality towelling products that could be achieved. Since the early days, we have expanded our range substantially, but still with the same objective in mind, i.e offering a super soft, fluffy towel, which lasts much longer than the average, be it in traditional white or a dark colour.

I am very proud that today, BC Softwear supplies, either direct or through the more prestigious laundries in the UK, the majority of the top class 5 star hotels and boutique hotels, where individuality is key, and quality is paramount, together with a customer service to match. Order today and you will receive your goods 9 times out of 10, the next day. Even if you require embroidery, we will deliver within days of placing an order for embroidered robes or towels.

We also supply the ever growing Spa market, with an envious list of the top Spa destinations in the country, where longevity of product takes on a whole new meaning, due to the sheer volume of towels that a busy Spa uses.

By purchasing a BC Softwear product you are assured that you will get a quality product that stays consistent, even when you re order after a period of time, together with quality service.

Barbara Cooke,
Managing Director



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with thanks to Stoke Park Club, for allowing us to shoot some of our new products at their lovely facility

Best of Boutique Towels –

For our most discerning clients who are looking for the ultimate in luxury but also something different, look no further than our new 'Best of Boutique Towel' range, consisting of the 'Sumptuous', 'Chequers' and 'Mink' collection. All our towels are made from 100% of the finest Egyptian cotton, and have been especially constructed to achieve the highest retention of softness and fluffiness, making the towels extremely durable.

'Sumptuous'

The name says it all...

Our truly 'Sumptuous' range, developed in conjunction with some of our 5 star luxury hotels, is the ultimate in luxury, beautifully soft and thick, with a deep long pile, which comes out fluffier and fluffier after every wash. Also made with a specially treated header bar using mercerised cotton to avoid shrinkage. Used in some of the finest establishments in the country.

The 650gsm 'Sumptuous' towel range consists of :

Hand towel 50 x 100cm

Bath towel 70 x 140cm

Bath sheet jumbo size 100 x 175cm

Bath mat 50 x 90cm 900gsm, with chequered design



'Sumptuous' Bathrobe

Super deluxe towelling robe, in a mighty 550gsm, with a wider than average shawl collar, raglan sleeve and reinforced stitching in the neck loop, the two double belt loops and the tops of pockets.

Super thick, soft and fluffy

Available in white sizes S, M and XL

Also now available in black size XL

Length 120cm

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Best of Boutique Towels – 'Chequers'

'Chequers' has been designed with a smart chequered pattern at either end of the towel, and in the robe with wide squares, creating an elegant and different look, giving your hotel an edge in individuality. The towel is made from lovely thick 600gsm 100% cotton, and the robe in 550gsm

Hand towel 50 x 100cm
Bath sheet 100 x 170cm
Bath mat 50 x 75cm 1000gsm
Bathrobe size avail in S, M and XL
Length 120cm



'Mink' Collection

Our 'Mink' collection is offering a completely different design yet again, with a contrast colour in neutral grey in the header bar of the towel, and grey in the edge of the hems, and on the bathrobe in the shawl collar, cuffs, and tops of pockets. It creates an elegance all of its own, whilst still offering a practical, soft fluffy towel. The robe is finished off with a piped edge where the contrast colour exists,

Hand towel 50 x 90cm
Bath sheet 100 x 170cm
Bathrobe size avail in S, M and XL
Length 120cm

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What our Boutique Hotels say.....

Chewton Glen

THE HOTEL, SPA AND COUNTRY CLUB



'With the beauty and elegance of Chewton Glen, we need the best that a supplier can offer, that's why we have chosen BC Software's sumptuous range of towels and robes for our bathrooms'

Executive Housekeeper



CLIVEDEN

'The Sumptuous towels and robes we use in all the bedrooms and bathrooms at Cliveden match the sophisticated image and luxury of Cliveden. We are now using all of BC Software's products throughout the hotel and spa and are delighted with their softness and the comfort they provide for our hotel clients.'

Executive Housekeeper

whatley manor



Whatley Manor - grown out of a passion for guests to relax. The Sumptuous range of towels and bathrobes from BC Software adds to the feeling of total relaxation for guests at our Spa Aquarias and Hotel.



*Peter Egli
General Manager*



LUCKNAM PARK
HOTEL & SPA, BATH

"Lucknam Park opened a new Spa in 2008, and after extensive evaluation of different towel suppliers, selected BC Software because of their high quality products, and excellent customer service. We now use all their towels, robes and slippers throughout the hotel and spa, and are delighted with their performance."



Marcus Fry, Spa Leisure Manager



Towels

Even at lower weights, like 400gsm, 450gsm and 550gsm, all our towels still offer a beautifully soft and fluffy feel, making the towels feel thicker than they really are, which means you can often get away with 10% less gsm weight than you have been buying before, offering tremendous value for money.

Comfy

'Comfy' Towels 450gsm Range

Our 450gsm range of 'Comfy' towels, is our ever popular 'contract' towel, easily identifiable with one header bar for hand towel, two for bath towel, and three for bath sheet. Retains softness and fluffiness, thus offering a longer lifespan.

Facecloth 30 x 30cm
Guest towel 30 x 50cm
Hand towel 50 x 100cm
Bath towel 70 x 130cm
Bath sheet 100 x 150cm
Bath sheet 100 x 170cm
Bath mat 50 x 80cm 700gsm, plain with rectangular border



Towels Classy

'Classy' Towels 550gsm

Our classic 4 Star range, aimed at the luxury hotel or country house hotel. With deep, soft pile and a specially treated header bar using mercerised cotton to avoid shrinkage and the puckering effect that a wider header bar often gets after constant washing.

Facecloth 30 x 30cm
Hand towel 50 x 100cm
Bath towel 70 x 140cm
Bath sheet 100 x 150cm

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Spa Towels 'Serenity'

The Serenity range has been developed together with some of our Spa customers and 5 star hotel clients, who wanted something different to ordinary towels, hence we came up with a waffle textured towel design, in three earth/neutral colours, white, beige, and chocolate brown, ideal to hide those treatment stains, at the same time as fitting in with most 'earth tone' interior design schemes. Like all BC Softwear's towels they have the longer pile, to make them super soft and fluffy.

The range consists of:

- Facecloth 30 x 30cm
- Bath sheet 100 x 170cm
- Bath towel 70 x 135cm
- Hand towel 50 x 90cm
- Gym towel 30 x 100cm
- Bath mat 50 x 90cm (white only)



Treatment blankets and couch covers

To help 'dress' the treatment couch, we have come up with an extra large couch cover, 200x240cm made from the same waffle towelling texture, and available in the three colours. We then have a slightly smaller 'blanket', 170x200cm still made in the same material, so fully absorbent as a normal towel, but ideal to cover the client completely, or indeed 'wrap' the client in. Since both items are in towelling material, they are easy to wash and launder, ready for use again and again.



- XL Couch cover 200x240cm
- Treatment blanket 170x200cm

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Spa Towels & Robes

Since most Spa environments are fairly warm, we have developed a bathrobe, which is as light as possible, whilst still having the absorbency of towelling inside, and a luxury velour finish on the outside. It is in a chequered pattern look to match the chequered/waffle effect of the towels, again in the three colours of white, beige and chocolate brown.

300gsm
Shawl collar
Double belt loops
Length 120cm
Available in XL only

All our bath robes can be embroidered with any logo, to enhance the branding of your spa.

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Gym Towel or Hair Wrap

This size is a more economical solution for your gym than a hand towel, since it is slimmer and longer, ideal for those work outs, and easier to carry around your neck. It can also be used as a hair wrap.

30x100cm
Available in white, beige and chocolate brown.

Spa Towels 'Vibrancy'

'Vibrancy' is made from super soft 550gsm towelling, with a single wide header bar at one end. Vibrancy has been laundry tested in a commercial laundry environment to ensure the longevity that has become synonymous with BC Softwear products. We are also using the latest in reactive dyeing techniques to avoid the usual fading that happens with dark coloured towels. Colours shown on picture on the right from bottom left clockwise: burgundy, black, beige, brown, cream, grey, deep blue, fuchsia pink, purple.

Bath sheet 100 x 150 cm
Hand towel 50 x 90cm



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'Leisure Towel'

For those swimming pools whether indoors or out, why not use our popular 'leisure towel', in white with 3 blue header bars, fully chlorine resistant, at the same time as making them easily distinguishable to normal white hotel towels. It is in a generous bath sheet size 100x150cm, with the longer pile, making it a lovely soft towel, at a very realistic price.

400gsm
100x150cm
White with 3 blue header bars

Mitts

Super soft mitts, with hook, in size 22cm x 15cm now available in white, beige and brown



Some of our Spa Customers'

Use of BC Softwear's Spa towels.....



Country House Hotel & Spa
★★★★
The English Lake District



THE ROYAL YACHT
HOTEL • SPA • RESTAURANTS



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What our Spa Customers say.....



Armathwaite Hall selected the 'Serenity' range from BC Softwarear for our new Spa, and have found the quality superb, but also since the colour of 'beige' fitted in so well with our interior design scheme, it has also enhanced the overall look of our treatment rooms, in

the way we dress the couches,- we would not hesitate to recommend BC Softwarear

Jenni Paling, Spa Operations Manager



The Bannatyne group has dealt with many towel suppliers over the years and has at last found a product in the Serenity Towels that withstands the test of time. Quality does cost but in the long run there are savings to be made. BC Softwarear has been a pleasure to deal with.

*Justin Musgrove | Group Spa Director
The Bannatyne Group | Bannatyne Spa*



Malvern Spa selected BC Softwarear's towelling products for our Spa and hotel, because of their reputation and durability, and have found them to be extremely hard wearing, bearing in mind the frequency that we wash, since we launder in house. We would not hesitate to recommend these high quality products.

*Lynn Darling
Hotel Manager*



We have installed BC Softwarear's full range of luxury towelling products throughout our hotel and very busy Spa and gym, and have found them to be of the highest quality, both in longevity and softness, but also by using their Spa range of towelling, it has helped to enhance the overall look of our treatments rooms, offering our guests true luxury.

*Gianmario Ragnoli,
Hotel Director*



Bathrobes

All our robes are manufactured using only the best materials and workmanship, and as standard, incorporate the following features, all aimed towards a longer lasting luxury product: wider than average shawl collars, and reinforced stitching on the double belt loops, neck loop, and tops of pockets.

'Classy' Robe (right)

Super luxury towelling robe, soft, fluffy and luxurious.

White terry towelling
500gsm
Shawl collar
120cm in length
Available in sizes S, M, XL, 2XL and 4XL



'Comfy' Robe

Our standard terry towelling robe, also with the longer pile to make it soft and fluffy.

White terry towelling
400gsm
Length 115cm
Available in sizes S, M and XL



Children's Robes

In either plain white towelling, or luxury velour in pink and blue (more practical colours for younger kids!) All have hoods, ideal for wrapping the child's wet hair after the bath or swimming pool. Ideal to add your own hotel logo, and then offer for resale – who can resist a cute age 2 bathrobe to bring back as a gift?



Age 2-4 length 62cm
(from shoulder)
Age 5-6 length 70cm
Age 7-9 length 80cm
Age 10 length 90cm



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Bathrobes

'Healthy' robe (right)

By far our most popular towelling robe, great for both the Spa and hotel bedrooms, due to its light weight material, whilst still being super soft and fluffy, and so easy to launder and dry.

An unusual towelling robe with waffle effect pattern, creating a contemporary modern look in an extremely light weight material, but still with the absorbency of towelling.

Available from stock in white, beige and black, and also in a hooded version in white.

Sizes in white available in S, M, XL, 2XL, and in beige, black and hooded in XL.

Can be made into any other colours for a minimum quantity of 50 robes.

350gsm
115cm in length



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'Sporty' Robes (left)

Our traditional waffle weave kimono style robe is lovely and lightweight and has been treated with a special coating to reduce shrinkage, a common problem associated with cotton waffle weave.

250gsm
125 cm in length
100% cotton

Gift box

Why not offer our robes for resale to your hotel guests in this smart gift box, with a perspex window to see the item inside, and a carrying handle, to easily carry away, an otherwise fairly bulky item.



Bathrobes

'Velvety'

This robe is made from super soft velour on the outside, and towelling inner for maximum absorbency, with an elegant pin stripe effect. Being made from 350gsm material makes it an ideal Spa robe, as well as environmentally friendly with quicker laundering and drying times.

350gsm
Shawl collar
Available in M and XL
Length 115cm

Our cute BC Softwear teddy bear is dressed in a miniature towelling robe, which can be embroidered with your hotel logo, to sell to your guests.



'Softy'

Our new 'Softy' robe is even more environmentally friendly, in a light 280gsm polyester wellsoft material, very quick to dry, super soft, yet elegant with a wide ribbed effect. Extra long 130cm length.

Available in white, fuchsia pink and deep blue, all in size S, M and XL.

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Specially Designed

BC SOFTWEAR
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& Manufactured towels
and robes for - hotels, Spas
and health clubs

- Create your own identity and image
- Choose any colour range
- Any design and specification
- Great for resale
- Creates loyalty for Members & Guests

We have offered this service to a number of exciting new spas and hotel developments, where individually designed towels were required for treatment rooms, and swimming pool / wet area with matching coloured robes, with specific colours matching the interior décor of the spa, hotel or the image of the club itself. With the growth of the spa and leisure industry continuing, we see this as an important extension of our services. The really good news is that any bespoke product can be produced in lead times of less than 8 weeks.



Personalisation Embroidery



BC Softwear offers a comprehensive embroidery service to all its customers. With our latest technology embroidery machines we provide a fast and efficient service to all our customers, with no minimum or maximum quantity. We can embroider any logo however intricate, with as many colours as possible, from a simple text logo, to a detailed crest in 9-10 colours.



BC Softwear also offers a personalised embroidery service where your hotel guest's personal name is embroidered, ideal for VIP guests, or why not offer this as part of your wedding package. After all a personalised robe with your hotel logo on, lasts a lot longer than a bottle of champagne.

Label Design

BC Softwear can also personalise the label sewn into either the towel or robe, for a small extra charge and subject to minimum quantities.



Jacquard weaving

BC Softwear can alternatively weave your hotel logo into the fabric itself, again subject to minimum quantities.



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Slippers

We offer a full range of slippers for your Hotel or Spa. All our slippers have anti slip rubber soles, minimum 4mm high, to avoid water soaking into the material.

Our disposable slipper range consists of an open toe towelling, closed toe towelling, an open toe luxury velour, an open toe waffle, and a thong slipper (ideal for pedicures). All slippers are available from stock, with delivery on a next day basis. All disposable slippers with the exception of the thong slipper, can be embroidered on, with prices starting from £0.30 extra, for a minimum quantity of 100 pairs.



Children's Slippers now available, in size age 2-3, age 4-5, age 6-7, age 8-9.

Bespoke slippers with piping, coloured slippers, or different style material can be made to order, with a minimum quantity of 2000 pairs. A slipper bag is now also available from stock, in a white brushed material with draw string, which is an ideal way of presenting your slippers, and can also be embroidered on.

Slippers for your pool or spa

Why not treat your guests to a rubber flip flop for the pool area or Spa, they can be re used time and time again, or given away as a special promotion with your logo printed on each slipper subject to minimum quantities, ideal for membership promotions, or other marketing activities.

Rubber Flip Flop medium size (size 6-8), or XL (size 10-12) only available in navy blue from stock.



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What our Laundry customers say.....

AFONWEN

www.afonwenservices.com
Tel: 01766 810264

LINEN HIRE : CHEF'S WEAR : WORKWEAR

'BC Softwear's Sumptuous range was chosen as our premium luxury linen towel of choice, offering leading 4 and 5 star hotels outstanding high quality, brilliant white and fluffy towels (delivering a wow factor).'

Mark Woolfenden, MD

Brilliant

The national local laundry

www.brilliantlaundry.com Tel: 0800 318718

'We have been using BC Softwear's towels for a number of years, and found them to be of superb quality, which is one of the key reasons why we have worked with them to develop an exclusive towelling range for our new 5 Star Isabella Dream Linen range.'

isabella
VERY SPECIAL LINEN

**David Stevens,
Chairman**



www.regencylaundry.co.uk
Tel: 01225 425142

Regency laundry has built a successful partnership with B C Softwear over a number of years. We provide luxury Linen and laundry services to the Opulent five star market, which is very well supported by BC Softwear's excellent service and products.

Steve Dummett MD

CLEAN

Offering linen rental to the luxury hospitality market
www.cleanservices.co.uk
Tel No: 01628 645900

'During the last three years BC Softwear has been the exclusive towel partner for CLEAN. As one of the country's largest independent laundries we always endeavour to give our clients the best possible products and service. BC Softwear has been an essential part of this strategy providing CLEAN with durable quality product, helping us to maintain customer satisfaction with the UK's leading hotel groups.'



By Appointment to
Her Majesty The Queen
Laundries and Dry Cleaners

Jason Miller, MD CLEAN



SWISS LAUNDRY

One of the UK's leading independent, family run Laundry/Linen rental companies, based in the heart of Cambridge.

www.swisslaundry.co.uk Tel No: 01223 247 513

"We continue to use BC Softwear for the proven quality and performance of their towels coupled with personal service and delivery".

Guy Turvill, MD



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