



What Are Custom Towels?

“Insanity is doing the same thing over and over and expecting different results.”

The year 2022 is a great time to consider doing something new and energizing for your business. Small positive changes in what we do at our businesses can yield substantial results.

Let's look at an example of modest change that could revolutionize your business. How would you like an additional 1,000+ “Unlimited Monthly Users per store?” It is possible.

Sometimes you must think creatively to transform an occasional customer into a long-time, faithful customer. Most readers of this article buy, sell, and/or use towels. What would happen if you printed a QR code on your towel's label that brought your customer immediately to your website? To make things more exciting, what if they landed on your webpage that made an attractive invitation to join your “Unlimited Club?”

How does it work? Simply scan the towel label on the next page with your phone's camera to see where you go! You can have a printed QR code on all your towels' labels and point your customers in the right direction – to a page that promotes your monthly program.

Obviously, you need to start with a towel to get a towel label. The towels are something you are probably buying anyway. It is an easy process to take the next step and customize your towels and the towels' labels. You can have your logo, name, and/or your unique message attractively printed on your microfiber towels. The messaging can also make the pitch for your “Unlimited Monthly Plan” as well. Moreover, the towel's label can list an invitation to scan the QR code to find out about “your money saving monthly wash offers.”



If it seems like printed towels could be a good fit for your Car Wash, what do you do next?

I would start by determining what you would like to do with the towel. If towels are provided for a customer's use on premise, you have an immense opportunity to strengthen your car wash's brand by imprinting. For example – close your eyes. Think of a traditional bottle of Coca-Cola®. Do you see it in your head? This is a perfect instance of branding.

Good branding helps your customers identify, relate to, and remember your car wash, in the same way, when they need your services.

What is the first thing your client sees when he arrives at your car wash? It is your big, beautiful sign out front. The last thing your customer should see is your logo, name, and message on a soft printed towel as they perfectly dry their car. The first impression is the same as the last impression. That's called branding. It is a beautiful thing!

More about your printed towels—the best printing process to use on car wash towels is called inkjet sublimation. Your logo, name and message are dyed on a special dual-surface microfiber towel. The printed side of the towel is as soft as the towel itself. Your illustrations and text on the towel do not scratch clearcoat or paint. When you close your eyes and feel the towel...you cannot tell where your images are printed.

There are many choices on how to do this. You can print on 12" x 12", 14" x 14", 16" x 16", 16" x 24", and 16" x 27" microfiber towels in 300 GSM and 400 GSM. Automated production printing on rolls of microfiber offers the best value and lowest cost. Towels are cut and sewn to the needed size. You can get creative with the towel's label as well. Tyvek® towel labels can be printed in multiple colors, complete with a QR code. The most popular towel color for printing is Royal Blue. It is the darkest color that is printable, which is least likely to show stains. However, towels in all colors are available.

TOWELS BY DOCTOR JOE®

Express Washes use different business models to integrate towel use into their operations. However, one thing is for sure, most customers expect to have towels available for their use in some form. What are some of the interesting ways car washes promote their unique brand with towels in their businesses?

One way is to give printed towels to your customers for FREE in some type of promotion. You can also make a towel offer part of each "Top Wash Package." Special printed towels are also frequently used as giveaways when a new store is opened or during the holidays.

How about selling towels to your customers? Sell them to customers for \$2.00/EA or three for \$5.00. What is wrong with getting your customer to pay you for advertising? Ralph Lauren® and Yves Saint Laurent® have been successfully selling their high-quality products with their names on the merchandise for years.

Another option would be to start a Towel Replacement Program. Sell your beautiful, branded towels for \$2.00 to \$5.00 EA. Each time your customer brings back their soiled towel, you give them a clean one. Don't you think your customer would be curious about the QR code? Nearly everyone has a mobile phone with a camera these days.

What about towel theft? Some operators have an obvious reaction to pilfering. They go cheap. And the customer's experience becomes less important. They start an endless race to the bottom, looking for the smallest, cheapest possible towel in the marketplace. Proof of this is the existence of a friendly towel competitor who refers to his unhemmed towels as "rags."

Just think of what you are doing here. Your customers go through an automated kiosk, into a spotless tunnel, complete with state-of-the-art equipment. Customers are then treated to a light show with endless pampering, and colorful foams and wax treatments. It is like going to a spa, but only for their car. At the end of the tunnel your customer drives through a litter-free parking lot with modern vacuums.

The vacuums suck - as they should - but the towels shouldn't. Some folks just dump piles of rags for their customers to use. However, good customer impressions are made until the end. Why would you want to offer dirty, worn, unimpressive towels as the last thing your customer puts their hands on before they leave the lot?

The answer is obvious. Travel in a different direction. Instead of making endless purchases of "rags", consider using towels with your brand recognition. Placing your name and messaging on towels sharply reduces theft. Hotels, hospitals nursing homes, school athletic programs, and gyms have been doing this successfully for about 100 years. Charley Cannon of Cannon Mills® started weaving hotel names into towels in the 1920's. The purpose was for branding and theft

reduction. The practice continues to this day and is the most effective way to deter towel larceny.

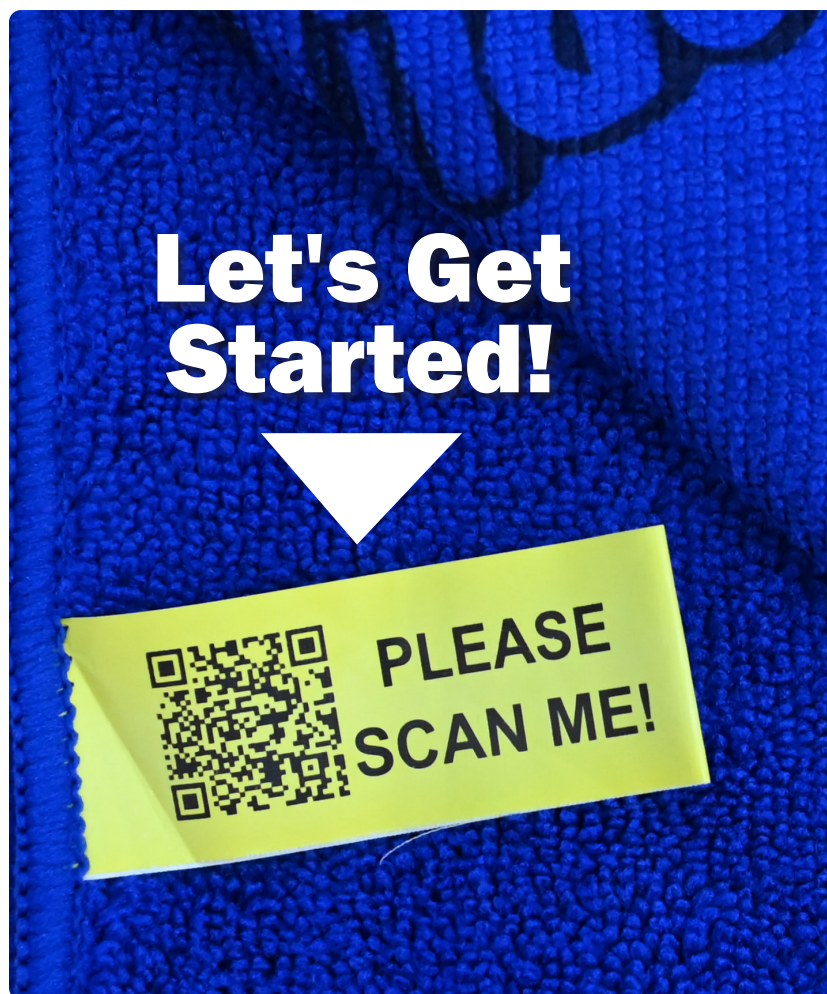
Here is your bottom line - the QR code promotes your unlimited programs. Your printed logo, company name, and messaging provide brand recognition. The property marks significantly reduce towel theft, especially if used in conjunction with signage. And most importantly, your customer's experience is improved. What's not to like here?

Is there another towel branding option?

Yes. If you would like to stay with black towels, you have the possibility of getting sewn-in custom towel labels for a modest cost, if any. This can only be done offshore, so there is likely to be a minimum order. Nevertheless, you can get far with this, including featuring a QR code and your logo in color.

Are you ready to make a change in 2022? Why invest in everything else, and not your towels? With a powerful program of towel branding with printing and the use of QR codes, you are going to be lifted out of the tunnel into history.

And, if all goes well, you will be able to start taking Sundays off!



Express Towels - Option One

Using Towels to Define Your Unique Brand



What will my custom towel label look like?

The towel's label is important. It is the first element of the towel your customer will notice. This makes it the perfect place to start your pitch! If you place a QR code on the front of the label with a call to action "PLEASE SCAN ME," it is likely that they will. This will bring new and old customers to your website page endorsing your Unlimited Car Wash Club, your social media presence, or perhaps an invitation to download your car wash's smartphone app.

It is likely that 80% of all customers will look on the back of the label next. When someone hands you a business card, don't you always turn it over and look on the back? Here is where you make your second pitch.

Are you just getting your foothold? Here is your chance to clarify your message - Join our Unlimited Car Wash Club, Your First Month is FREE. You will never get a second chance to make a second impression!

Are you looking to remind your customers not to take the towels home? How about "THOU SHALL NOT STEAL," or "PLEASE RETURN TOWELS TO USED BIN."

All towel labels are printed on Tyvek®. It is as soft as the towel and will not scratch clearcoat or paint. The label can be made slightly larger to accommodate your message. There is no upcharge for this. The towel's label can be any color. We recommend white or yellow for best contrast. Lastly, your logo can also be reproduced on the label in full color. Our graphic designers will help you make a great impression.

How do I get started with custom-printed towels?

If it seems like printed towels could be a good fit for your car wash, what do you do next?

The first step is easy—give Doctor Joe a call at 1-800-233-3873.

The good doctor will walk you through the towel design steps. When you have a clear vision of what you want to do, the rest is easy. Starting out, we recommend a QR code on the front of the towel's label with and an invitation to "PLEASE SCAN ME." When scanned, your customer will go directly to your website or app, making a pitch for your Unlimited Monthly Wash Club.

If towels are provided for a customer's use on premise, you have an immense opportunity to strengthen your car wash's brand by imprinting your logo, name, and message on the towel. Perhaps a reminder to reduce towel theft: "PROPERTY OF" or "PLEASE RETURN" or even "THOU SHALL NOT STEAL."

If you are giving out towels when opening new stores, the messaging might read "Save money by joining our Unlimited Monthly Wash Club." The QR code on the towel's label will transform your towel into a powerful marketing tool!

Kleen-Rite has a staff of professional graphic designers that will place your ideas on the towels. You will get to see a Photoshop prototype of exactly what your towel will look like. Additionally, we will send you some Doctor Joe printed towel samples. You will be able to feel the texture and quality. The images on the towel are dyed and are as soft as the towel.

The only hard part about the ordering process is containing your enthusiasm waiting for your order to come in!



TOWELS BY DOCTOR JOE®

Options to Feature Your Name, Logo, and QR Code on Towels

Custom Printed Microfiber Towels							Gorgeous Printed Towels and Printed Towel Label including QR Code	
Dual-Surface towels complete with custom towel labels*								
Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towels Per Bale	Total Bales	Your Price Each Towel	
DJ1212-300-BLB	Royal Blue Towels available in Royal Blue & 9 additional colors	12" x 12"	300 GSM	24,000	1000	24	\$0.38	
DJ1414-300-BLB		14" x 14"	300 GSM	19,200	800	24	\$0.49	
DJ1616-300-BLB		16" x 16"	300 GSM	14,400	600	24	\$0.58	
DJ1624-300-BLB		16" x 24"	300 GSM	9,504	396	24	\$1.00	
DJ1627-300-BLB		16" x 27"	300 GSM	8,640	360	24	\$1.20	
DJ1616-400-BLB		16" x 16"	400 GSM	12,000	500	24	\$0.85	
DJ1624-400-BLB		16" x 24"	400 GSM	7,200	300		\$1.35	
DJ1627-400-BLB		16" x 27"	400 GSM	12,480	260	48	\$1.45	

*FREE SHIPPING in the lower 48

Regular Solid Colored Microfiber Towels							FREE Towel Labels Including QR Code	
Warp Knit towels complete with FREE custom towel labels*								
Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towels Per Bale	Total Bales	Your Price Each Towel	
DJMF4100-BKB	Black	12" x 12"	300 GSM	24,000	1000	24	\$0.32	
DJMF4400-BKB	Black	14" x 14"	300 GSM	19,200	800	24	\$0.40	
DJMF4500-BLB	Royal Blue	16" x 16"	300 GSM	14,400	600	24	\$0.52	
DJMF4500-YB	Yellow	16" x 16"	300 GSM	14,400	600	24	\$0.52	

*FREE SHIPPING in the lower 48

"Best Bang for the Buck" Black Microfiber Towels								
Regular Microfiber towels complete with FREE custom towel labels*								
Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towels Per Bale	Total Bales	Your Price Each Towel	
DJ1212-215-BKB-X	Black	12" x 12"	215 GSM	33,600	1,400	24	\$0.25	
DJ1616-215-BKB-X	Black	16" x 16"	215 GSM	19,200	800	24	\$0.38	
DJ1616-280-BKB-X	Black	16" x 16"	280 GSM	14,400	600	24	\$0.45	

*FREE SHIPPING in the lower 48



Custom Printed Packages of Microfiber for Vending								3-color printing available	
Complete with custom towel labels- TOWELS ARE NOT PRINTED*									
Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towel Style	Towels Per Case	Total Cases	Your Price Each Towel	
DJ1616BL-XXXXXX	Sky Blue	16" x 16"	280 GSM	15,000	Circular Knit	100	150	\$0.68	
DJ1616-260-BLP-XX	Sky Blue	16" x 16"	260 GSM	15,000	Warp Knit	100	150	\$0.54	
DJ1216-300-BLP-XX	Sky Blue	12" x 16"	300 GSM	10,000	Warp Knit	100	150	\$0.62	

**Towels available in 9 additional colors

Same size as Big Boss

*FREE SHIPPING in the lower 48



Custom Printed Packages of Microfiber for Vending								3-color printing available	
Complete with custom towel labels- TOWELS ARE PRINTED*									
Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towel Style	Towels Per Case	Total Cases	Your Price Each Towel	
DJ1216-300-BLPPA-XX	Sky Blue	12" x 16"	300 GSM	10,000	Dual Surface	100	100	\$0.72	
DJ1515-300-BLPPA-XX	Sky Blue	15" x 15"	300 GSM	15,000	Dual Surface	100	150	\$0.78	

**Towels available in 9 additional colors

Same size as Big Boss

*FREE SHIPPING in the lower 48

Express Towels - Option Two

Bulk Towels From 25¢ Each

Doctor Joe has significant inventory of microfiber towels in our Mount Joy, PA; Grand Prairie, TX; Las Vegas, NV; and Kansas City, MO warehouses. **FREE SHIPPING** on full pallets in the lower 48.



Pop-Up Microfiber Towels

Dispenser Boxes - portable and affordable!

Kleen-Rite Part Number	Towel Color	Towel Size	Towel Weight	Towels Per Box	Cost Per Box	Free Shipping Full Pallet*	
DJMF1150-BK	Blue	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00
DJMF1150-G	Green	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00
DJMF1150-R	Red	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00
DJMF1150-W	White	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00
DJMF1150-Y	Yellow	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00
DJMF1150-BK	Black	12" x 12"	180 GSM	50	\$14.25	256 Boxes	\$3,648.00

Minimum order is one box

* In the lower 48



DJMF4200-BK



DJMF4500-DO-50

Express Wash Microfiber Towels

Available in nine vibrant colors

Kleen-Rite Express	Towel Color**	Towel Size	Towel Weight	Towels Per Pkg	Bracket Pricing		Free Shipping For Full Pallet*
					1-11 Pkg	12 (+) Pkg	
DJMF4100-BK-50	Black	12" x 12"	300 GSM	50	\$15.50	\$14.50	480 Pkg \$6,960.00
DJMF4200-BK-50	Black	16" x 16"	280 GSM	50	\$19.00	\$19.00	288 Pkg \$5,472.00
DJMF4500-BK-50	Black	16" x 16"	300 GSM	50	\$21.50	\$19.50	288 Pkg \$5,616.00
DJMF4500-BL-50	Sky Blue	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-DG-50	Dark Green	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-DO-50	Dark Orange	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-G-50	Medium Green	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-P-50	Dark Purple	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-R-50	Red	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-RBL-50	Royal Blue	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-Y-50	Yellow	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00

**Ask about getting Custom Towel Labels on pallet orders for FREE!

*In the lower 48



DJMF8300-BKB

"Best Bang for the Buck" Black Express Wash Towels

Sold in full bales only

Kleen-Rite Part Number	Towel Color**	Towel Size	Towel Weight	Towels Per Bale	Your Price Per Bale	Free Shipping Full Pallet*	Total Towels Per Pallet
DJMF8300-BKB	Black	16" x 16"	215 GSM	800	\$272.00	24 Bales \$7,296.00	19,200
DJMF8400-BKB	Black	12" x 12"	215 GSM	1400	\$364.00	24 Bales \$8,400.00	33,600

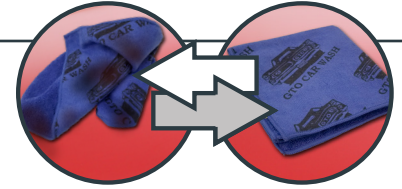
**Ask about getting Custom Towel Labels on pallet orders for FREE!

* In the lower 48

Express Towels - Option Three

The Towel Replacement Program

EXCHANGE **DIRTY** FOR **CLEAN**



Make a difference in the way your customers remember you by putting your name on towels.

This is where a unique towel is sold “one time” to a customer. Each time the customer returns the same towel, a fresh clean towel is given to replace the soiled towel. The program promotes customer loyalty. The patron can only return the unique towel to where he purchased it – your wash. That is the key. The towel must have characteristics that make it worthy of keeping. It should suggest value, quality, and sustainability. And it must work well.



Custom Printed Microfiber Towels

Dual-surface towels complete with custom towel labels*

Gorgeous Printed Towels and Printed Towel Label including QR Code

Kleen-Rite Part Number	Color	Towel Size	Towel Weight	MOQ EA 90-120 DAYS	Towels Per Bale	Total Bales	Your Price Each Towel
DJ1212-300-BLB	Royal Blue Towels available in Royal Blue & 9 additional colors	12" x 12"	300 GSM	24,000	1000	24	\$0.38
DJ1414-300-BLB		14" x 14"	300 GSM	19,200	800	24	\$0.49
DJ1616-300-BLB		16" x 16"	300 GSM	14,400	600	24	\$0.58
DJ1624-300-BLB		16" x 24"	300 GSM	9,504	396	24	\$1.00
DJ1627-300-BLB		16" x 27"	300 GSM	8,640	360	24	\$1.20
DJ1616-400-BLB		16" x 16"	400 GSM	12,000	500	24	\$0.85
DJ1624-400-BLB		16" x 24"	400 GSM	7,200	300	24	\$1.35
DJ1627-400-BLB		16" x 27"	400 GSM	12,480	260	48	\$1.45

*FREE SHIPPING in the lower 48

Towel Tip



Make a great first impression. Sell a towel with your name and logo and each time the towel is used, on or off premises, the customer will see your name. You'll get hundreds, if not thousands, of advertising impressions.

Non-Printed Towel Replacement Options



The Platinum Standard - Towel Exchange Microfiber Towels							
Best Selection: Heavier Weight, 400 GSM, Distinctive Red Binding							
Kleen-Rite Express	Towel Color	Towel Size	Towel Weight	Towels Per Pkg	Custom Option	Your Price Per Dozen	Free Shipping For Full Pallet*
DJMF8600-BK	Black	16" x 16"	400 GSM	12	Best	\$15.95	480 DZ \$7,656.00
DJMF8600-CHAR	Charcoal	16" x 16"	400 GSM	12	Best	\$15.95	480 DZ \$7,656.00
DJMF8500-BK	Black	16" x 27"	400 GSM	12	Best	\$26.13	300 DZ \$7,839.00
DJMF8500-CHAR	Charcoal	16" x 27"	400 GSM	12	Best	\$26.13	300 DZ \$7,839.00

* In the lower 48



The Gold Standard - Towel Exchange Microfiber Towels							
Better Selection: Larger Size 16x27, 300 GSM							
Kleen-Rite Express	Towel Color	Towel Size	Towel Weight	Towels Per Pkg	Custom Option	Your Price Per Dozen	Free Shipping For Full Pallet*
DJMF8000-BL	Royal Blue	16" x 27"	300 GSM	12	Better	\$21.45	390 DZ \$8,365.50
DJMF8000-BK	Black	16" x 27"	300 GSM	12	Better	\$21.45	390 DZ \$8,365.50
DJMF8000-DG	Dark Green	16" x 27"	300 GSM	12	Better	\$21.45	390 DZ \$8,365.50
DJMF8000-R	Red	16" x 27"	300 GSM	12	Better	\$21.45	390 DZ \$8,365.50

* In the lower 48



The Silver Standard							
Sold in packages of 50							
Kleen-Rite Part Number	Towel Color**	Towel Size	Towel Weight	Towels Per Pkg	Your Price Per Pkg	Free Shipping Full Pallet*	Total Towels Per Pallet
DJMF1106-CHAR	Charcoal	16" x 24"	300 GSM	50	\$50.00	168 Pkg \$8,400.00	8,400
DJMF1106-RBL	Royal Blue	16" x 24"	300 GSM	50	\$50.00	168 Pkg \$8,400.00	8,400
DJMF1106-DG	Dark Green	16" x 24"	300 GSM	50	\$50.00	168 Pkg \$8,400.00	8,400
DJMF1106-R	Red	16" x 24"	300 GSM	50	\$50.00	168 Pkg \$8,400.00	8,400
DJMF1106-BK	Black	16" x 24"	300 GSM	50	\$50.00	168 Pkg \$8,400.00	8,400

**Ask about getting Custom Towel Labels on pallet orders for FREE!

* In the lower 48



The Chrome Standard - Towel Exchange Microfiber Towels							
Good Selection: Available in nine vibrant colors							
Kleen-Rite Express	Towel Color**	Towel Size	Towel Weight	Towels Per Pkg	Bracket Pricing		Free Shipping For Full Pallet*
					1-11 Pkg	12 (+) Pkg	
DJMF4500-BK-50	Black	16" x 16"	300 GSM	50	\$21.50	\$19.50	288 Pkg \$5,616.00
DJMF4500-BL-50	Sky Blue	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-DG-50	Dark Green	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-DO-50	Dark Orange	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-G-50	Medium Green	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-P-50	Dark Purple	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-R-50	Red	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-RBL-50	Royal Blue	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00
DJMF4500-Y-50	Yellow	16" x 16"	300 GSM	50	\$28.00	\$26.00	288 Pkg \$7,488.00

**Ask about getting Printed Towels & Custom Towel Labels on pallet orders. See page 6 and 7

* In the lower 48

Giving Your Towels a Longer Life Care and Cleaning of Your Investment

Towels are an investment. And like with all things worthwhile, if you take care of your towels, they will take care of you. The purpose here is to provide suggestions to help you get better use out of your towels and give them a longer life.

What about washing microfiber towels?

The most important thing to remember when washing them is to never put a microfiber towel in a dryer on high heat. The fibers will fuse together and render the towel useless. If a dryer is used at all, set it on "air dry" or "low heat".

Contamination found in car wash and detailing towels is far different than the soil, food, and dirt found in other towels around your home. Regular laundry soaps and chemicals are not formulated to professionally clean and revitalize microfiber fabric.

For cleaning and restoring your microfiber towels, we highly recommend Prime Emulsifier, available from Kleen-Rite. It is uniquely formulated to remove the mix of dirt, oil, waxes, and grease from split microfibers. When used regularly, it will clean the fibers, open up the pores, and improve absorbency.

What is important to know about washing cotton towels?

Cotton towels require washing and machine drying before their first use. Nothing will remove more lint from a cotton towel than a few good spin cycles in the dryer. Just remember to clean the lint trap before and after each drying cycle. Washing also makes your cotton towels softer and more absorbent. A good best practice is to use one cup of white vinegar with the first wash load, without detergent. This will help release lint, break the towels in, and keep them fresh. It is also useful to soak new towels in a cup of ammonia and several gallons of warm water. This will dissolve any yarn oils or treatments in the fabric that inhibit absorbency.

If you are using microfiber and cotton towels at the same location, we recommend you use Prime Emulsifier for both items. Although formulated for microfiber, it also works effectively on cotton towels.

There are a few principles that apply to both microfiber and cotton towels:

- Clean towels work better. There is no point in trying to dry a clean car with a dirty towel.
- If a damp towel is dropped on the pavement it needs to be taken out of service and separated from even the dirty towels. The ground-soiled towels could contain sand and stone particles that can scratch paint or worse. These towels need special attention before entering service again.
- All towels need to be washed at least once prior to their first use.
- All towels need to be washed separately. Do not wash cotton with microfiber. Do not mix body towels, window towels, special towels, and detail towels. Each type of towel needs to be washed separately.
- Bleach can damage microfiber and cotton towels. Do not use bleach at all unless you have purchased our special Safe-2-Bleach Towels®.
- Avoid the use of fabric softener on all towels. Sure, it makes the towels softer – but it is water repellent, making them less effective at doing the work you need them to do.
- Damp microfiber and cotton towels are most effective for water removal from vehicles. Water is attracted to water, beading up and merging. Did you ever move two beads of water together on a Formica table? They become one.



PRIME EMULSIFIER MICROFIBER TOWEL CLEANER TOWELS BY DOCTOR JOE



Prime Emulsifier is a gentle cleanser that not only removes oils and dirt from your microfiber towels, but improves their absorbency, too! When used regularly, Dr. Joe's formula opens the pores in towel fibers, allowing more water retention during use, and allowing the release of dirt, oil, and grease during wash cycles. Prime Emulsifier is safe for use on all fibers, including cotton towels, and will not affect the pH of wastewater. Enjoy clean, soft, and absorbent towels! Regular laundry soaps and chemicals are not formulated to professionally clean and revitalize microfiber fabric

- Sold in 5 gallon pails or 55 gallon drums
- Will not affect pH of wastewater
- Safe for all fabrics including microfiber and cotton
- Formulated to remove dirt, oil, wax, and grease from split microfibers

PRIME EMULSIFIER - REGULAR		
DILUTION RATIO: 2 OUNCES/WASH LOAD		
\$99.62	DJMFC02-5	5 Gallon
\$792.41	DJMFC02-55	55 Gallon*

PRIME EMULSIFIER - PREMIUM		
DILUTION RATIO: 1.5 OUNCES/WASH LOAD		
\$135.41	DJMFC03-5	5 Gallon
\$1,208.08	DJMFC03-55	55 Gallon*

*** 55 GALLON DRUMS
ARE DROP SHIP ONLY**

TOWELS BY DOCTOR JOE®

BODY DRYING TOWELS - MICROFIBER



ULTRA-07 VIPER MICROFIBER BODY TOWEL

TOWELS BY DOCTOR JOE



This 300 GSM towel is nicknamed "The Viper" because of its aggressive ability to remove water from a vehicle's surface - absorbs up to eight times its weight in liquid. Soft enough to be used for wax removal and polishing. Dark grey fibers hide stains and won't fade. Ideal as a courtesy towel!

- Sold 50 per case or by pallet
- Each towel measures 16" x 24"
- 300 GSM

KR Part #	Color	Towels Per Pkg	Your Price Per Pkg	Pkg Per Pallet	Pallet Cost*	Total Towels Per Pallet
DJMF1106-CHAR	Charcoal	50	\$50.00	168 Pkg	\$8,400.00	8,400
DJMF1106-RBL	Royal Blue	50	\$50.00	168 Pkg	\$8,400.00	8,400
DJMF1106-DG	Dark Green	50	\$50.00	168 Pkg	\$8,400.00	8,400
DJMF1106-R	Red	50	\$50.00	168 Pkg	\$8,400.00	8,400
DJMF1106-BK	Black	50	\$50.00	168 Pkg	\$8,400.00	8,400

Ask about getting Custom Towel Labels on pallet orders for FREE!

*Free shipping on full pallets in the lower 48



ULTRA-80 HEAVY WEIGHT BODY DRYING MICROFIBER TOWELS

TOWELS BY DOCTOR JOE



The ULTRA-80 microfiber body towel is the best-selling towel in the car wash industry! Why? The answer is performance and value. ULTRA-80 was designed and manufactured to be a car wash body towel. Doctor Joe created a wish list from car wash operators of what characteristics they were looking for in a body drying towel. The traits included super absorbency, lint-free, dark colors, sustainability, and reasonable price. The recipe was complete. And the result was ULTRA-80, our problem solver towel. It does it all with just one call!

- Sold 12 per case
- Has the soft feel of cotton
- Properly cared for, good for 500+ washings
- Each towel measures 16" x 27"
- Boasts high-quality performance and durability
- For car washes, auto detailing shops, janitorial, and salon

\$21.45	DJMF8000-BL	Royal Blue	\$21.45	DJMF8000-R	Red
\$21.45	DJMF8000-DG	Dark Green	\$21.45	DJMF8000-BK	Black



ULTRA-70 THICK TERRY MICROFIBER TOWELS

TOWELS BY DOCTOR JOE



Ultra-70 is the perfect towel when a heftier towel is needed. Ideal for drying and polishing big stuff like airplanes, RV's, and boats. Its large surface area quickly dries the entire vehicle. Nicknamed "The Big Buff": it will leave your large vehicle with a glossy finish. Anything larger than 20" x 40" would likely be unmanageable when soaked with water. This towel is 325 GSM.

- Sold 10 per case
- Individually wrapped
- Each towel measures 20" x 40"
- Great for car washes, auto detailers, spas, hotels, & more

\$46.75	DJMF7000-BL	Blue	\$46.75	DJMF7000-DG	Green
\$46.75	DJMF7000-BK	Black	\$46.75	DJMF7000-R	Red



DJMF8500-BK

SUPER PLUSH MICROFIBER TOWEL

TOWELS BY DOCTOR JOE



Size and weight matter when drying vehicles. Weighing in at 400 GSM with measurements in the hand towel range of 16" x 27", it is the perfect towel for wicking water off cars. Anything larger or denser would be cumbersome and difficult to manage when saturated with water. The ULTRA-85 has been engineered for long use, able to withstand hundreds of washings. Available in solid black or black and charcoal with a distinctive red texturized soft nylon edge banding. When properly cared for, this towel is good for 500+ washings!

- Sold 12 per case
- Heavyweight and plush, bleach-resistant
- Each towel measures 16" x 27"
- Attractive red stitched edge

\$26.13	DJMF8500-BK	Black	Ultra 85
\$26.13	DJMF8500-CHAR	Charcoal	Ultra 85
\$29.15	DJMF1500-BK	Solid Black	Ultra 15

DJMF8500-CHAR

TOWELS BY DOCTOR JOE®

BODY DRYING TOWELS - COTTON



ECONOMY WHITE TERRY TOWEL - OPTION 1

TOWELS BY DOCTOR JOE



The Towels by Doctor Joe white international economy hand towel is a great choice for gyms, salons, hotels, or anyone who just needs a reliable towel to dry off or clean up! It is made of 100% cotton for a classic look and feel. Please note that this pack of 12 towels has been compressed for easier shipping. Simply wash and dry this towel once before use and watch it fluff up to normal size! Ideal for vehicle drying, janitorial use, window cleaning, fitness centers, tanning, gyms and doctors offices.

- Sold 12 per case
- 2.25 lb/dozen
- Each towel measures 15" x 25"
- Economy, 100% cotton towels

\$9.83 DJT1525-W



ECONOMY WHITE TERRY TOWEL - OPTION 2

TOWELS BY DOCTOR JOE



The Towels by Doctor Joe white international economy hand towel is a great choice for gyms, salons, hotels, or anyone who just needs a reliable towel to dry off or clean up! It is made of 100% cotton for a classic look and feel. Please note that this pack of 12 towels has been compressed for easier shipping. Simply wash and dry this towel once before use and watch it fluff up to normal size! Ideal for vehicle drying, janitorial use, window cleaning, fitness centers, tanning, gyms and doctors offices.

- Sold 12 per case
- 2.75 lb/dozen
- Each towel measures 16" x 27"
- Economy, 100% cotton towels

\$12.44 DJT1625-W



ELITE WHITE TERRY HAND TOWEL

TOWELS BY DOCTOR JOE



This classic long-lasting 80/20 blended bath towel is composed of a sturdy poly/cotton base with 100% cotton terry loops, ring spun. This sustainable towel choice is ideal for vehicle drying, salons, spas, fitness centers, tanning, gyms, physical therapy, and doctor's offices. Wash and machine dry without fabric softener prior to first use.

- Sold 12 per case
- 3.0 lb/dozen
- Each towel measures 16" x 27"
- 80/20 blended towel made in the classic Dundee™ towel mill tradition

\$21.00 DJT1630-W



HI-WHITE HAND TOWELS

TOWELS BY DOCTOR JOE



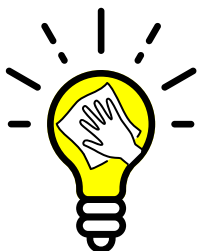
Grab this deal before it's gone! This hand towel is a high quality closeout item. That means it's the same great quality hand towel found in the world's leading hotels. But, we snagged it at a discount just for you. This plush white towel is great for use at car washes, detail shops, hotels and anywhere else you need to quickly dry your hands or other surfaces. Exceptionally durable and absorbent, these towels are made from 100% 12S long-staple cotton. Wash and machine dry prior to use. For use in a wide variety of applications including salons, gyms, spas, car washing, detailing and more.

Styles will vary slightly from order to order.

- Sold 12 per case
- 3.5 lb/dozen
- Each towel measures 16" x 27"

\$18.65 DJT1606-W Towels

Towel Tip



The spotlight is on the Hi-White Hand Towels (DJT1606-W). You cannot buy these towels on your own. These are close-outs from major hotel chains. Nothing will work as well or last as long as a towel made for a hotel!

TOWELS BY DOCTOR JOE®

BODY DRYING TOWELS - COTTON

BETTER



TRUE COLOR COTTON HAND TOWELS

TOWELS BY DOCTOR JOE

These medium-heavy weight hand towels are made with naturally absorbent cotton and have an incredible soft, plush feel. These True Color cotton towels provide outstanding quality at a fraction of the cost of normal department store retail cost! Dark, rich, vibrant colors make this towel exceptionally stain resistant. Applications include car wash body towel, detailing towel, salon use, spa use. Wash and machine dry these towels prior to their first use, no fabric softener.

- Sold 12 per case
- 3.5 lb/dozen
- Made with 100% long-staple cotton
- Each towel measures 16" x 27"
- Best-selling hand towel - department store quality
- 99.98% lint free - do not use with bleach

\$21.78	DJT1605-NB	Navy Blue	\$21.78	DJT1605-BRN	Brown
\$21.78	DJT1605-BK	Black	\$21.78	DJT1605-BUR	Burgundy
			\$21.78	DJT1605-DG	Dark Green



BEST!



AMBASSADOR HAND TOWELS

TOWELS BY DOCTOR JOE

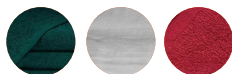
It is now possible to bring you hotel quality towels at 20% of the cost. You cannot get this towel anywhere else! Ambassador towels are made from 100% long-staple cotton for greater strength. They are super soft and fully broken-in after just one wash and machine dry. Lint suppression technology makes these 99.6% lint-free. Wide selection of dark colors make these exceptionally stain-resistant.

- Sold 12 per case
- 100% cotton - heavy-weight and absorbent
- Do not use with bleach
- Each towel measures 16" x 28"
- Weighs 4 lb/dozen
- Wash and machine dry prior to first use

\$36.20	DJT1610-BK	Black	\$36.20	DJT1610-EP	Eggplant
\$36.20	DJT1610-DG	Green	\$36.20	DJT1610-NB	Navy Blue
\$36.20	DJT1610-BUR	Burgundy	\$36.20	DJT1610-SG	Sea Green
\$36.20	DJT1610-BO	Bone	\$33.02	DJT1610-W	White
\$36.20	DJT1610-BRN	Brown			



BETTER



THINK THICK HAND TOWELS

TOWELS BY DOCTOR JOE

Based on the popular, absorbent "hotel towel" concept, this towel design comes from the fact that many car washes like thick, heavy towels for absorbency. This towel is manufactured and designed specifically for car washes. These towels are machine washable. Think Thick hand towels will be perfectly broken-in and super absorbent after only one wash and dry. Not for salon use.

- Sold 12 per case
- 4.5 lb/dozen
- Wash and dry prior to first use
- Each towel measures 16" x 27"
- Excellent for drying cars and wax removal
- Thick, durable made from 100% medical cotton

\$29.43	DJT1604-DG	Dark Green	\$29.43	DJT1604-W	White
\$29.43	DJT1604-NB	Navy Blue	\$29.43	DJT1604-R	Red



BETTER



THE WATER MOP

TOWELS BY DOCTOR JOE

Based on the popular, absorbent "hotel towel" concept, this is a heavy-weight, 100% cotton, full-terry towel. Plush and absorbent, it's the perfect towel for car wash applications. Finished with real mill end hemming this towel is water absorbent and broken in after just one wash and machine dry. Great for body drying or as a carpet cleaning spotting towel - nothing attracts and holds water like this towel!

- Sold 12 per case
- 6 lb/dozen
- Each towel measures 24" x 24"
- 100% cotton, full-terry towel

\$32.45	DJT2400-W	White
\$35.75	DJT2400-BL	Sky Blue



BEST!



ELITE WHITE TERRY BATH TOWEL

TOWELS BY DOCTOR JOE

This classic long-lasting 80/20 blended bath towel is composed of a sturdy poly/cotton base with 100% cotton terry loops, ring spun. This sustainable towel choice is ideal for vehicle drying, salons, spas, fitness centers, tanning, gyms, physical therapy, and doctor's offices. Wash and machine dry without fabric softener prior to first use.

- Sold 12 per case
- 6 lb/dozen
- Each towel measures 22" x 44"
- 80/20 blended towel made in the classic Dundee™ towel mill tradition

\$32.50	DJT2244-W
----------------	------------------



TOWELS BY DOCTOR JOE®

GLASS TOWELS - MICROFIBER



ULTRA-36 WAFFLE WEAVE TOWELS

TOWELS BY DOCTOR JOE



These 400 GSM towels are classified as waffle-weave glass cleaning towels, because of their superior ability to remove grime and more from windshields. The small pouches scoop up water and hold it firmly within the towel. Use different colors for the windshield and for drying the car's body. Great for color coding. Holds up to 7 times its weight in water!

- Sold 12 per case
- Heavyweight microfiber, waffle weave material
- Each towel measures 16" x 16"
- Great for glass cleaning, body drying and wax removal

\$16.50	DJMF3600-G	Grass Green
\$16.50	DJMF3600-BL	Royal Blue
\$16.50	DJMF3600-R	Red Hot Pink



ULTRA-31 WAFFLE WEAVE MICROFIBER TOWELS

TOWELS BY DOCTOR JOE



This large, 400 GSM heavy-weight towel pulls water and dirt away from the cleaning surface and holds it within its dense waffle weave pattern. The Ultra-31 towel works well for glass, drying the body of a car, or wax removal.

- Sold 12 per case
- Waffle weave design
- Absorbs up to 7x its weight in water
- Removes lint, smears, and streaks from glass
- Each towel measures 16" x 16"
- Microfiber material
- Black silk edge binding prevents unraveling

\$24.85	DJMF3100-BL	Blue
\$24.85	DJMF3100-G	Green



ULTRA-37 EUROPEAN MICROFIBER WAFFLE TOWELS

TOWELS BY DOCTOR JOE



Pull water, wax, or other liquids off the surface of a car quickly using the Towels by Doctor Joe ULTRA-37 European Microfiber green or blue 335 GSM waffle towels! Water gets whisked away and stored in the dense waffle weave pattern, leaving a clean and streak-free surface behind. Perfect for heavier soils that still require a streak-free finish. Ideal for use on shiny vehicle surfaces, glass, and more!

- Sold 12 per case
- Heavyweight microfiber, waffle weave material
- Each towel measures 16" x 16"
- Textured finish is more abrasive than traditional cloth

\$16.50	DJMF3700-G	Green
\$16.50	DJMF3700-SB	Blue



ULTRA-32 WAFFLE WEAVE MICROFIBER TOWELS

TOWELS BY DOCTOR JOE



These 400 GSM towels are classified as waffle-weave glass cleaning towels, because of their superior ability to remove heavy smoke, sticky handprints, and so much more off windshields. The towels also work well as body towels. The small pouches scoop up water and hold it firmly within the towel. If the waffle wave becomes your towel of choice always remember to color code. Use different colors for the windshield and for drying the car's body.

- Sold 12 per case
- Microfiber material
- Great for color-coding use at your business
- Each towel measures 16" x 24"
- Great for glass cleaning, body drying and wax removal
- Absorbs up to 7x its weight in water

\$31.02	DJMF3200-R	Red
\$31.02	DJMF3200-DG	Green
\$31.02	DJMF3200-BL	Blue

TOWELS BY DOCTOR JOE®

GLASS TOWELS - MICROFIBER



SUPERIOR MICROFIBER GLASS TOWEL

TOWELS BY DOCTOR JOE



Like the original 3M™ Lint-Free Cleaning Cloth. Removes residues including, smoke, fingerprints, grime, oxidized vinyl dressing, and smudges from windshields. The fine-fiber nubs on the towel's surface are ideal for eliminating the pesky white haze that remains on glass after cleaning. Streaks and smears will disappear!

- Sold 50 per case
- Superior quality microfiber at a very low price
- Each towel measures 16" x 24"
- Similar to the original 3M™ Lint-Free Cleaning Cloth

\$50.00	DJMF1123-CHAR	Charcoal
\$50.00	DJMF1123-BL	Navy Blue



ULTRA-51 MICROFIBER GLASS CLEANING TOWELS

TOWELS BY DOCTOR JOE



There's nothing quite like looking through a freshly cleaned pair of eyeglasses. Now, your customers can have the same kind of streak-free clarity on their windows, windshields, and mirrors when you use the Towels by Doctor Joe Ultra-51. It is a commercial version of the same cloth provided by your eye doctor, only thicker and heavier.

- Sold 12 per case
- Fine fiber construction with stitched edge
- Great for lint-free cleaning of glass
- Each towel measures 16" x 16"
- 270 GSM
- Great for final wipe in removing streaks and smears

\$12.00	DJMF5100-BL	Blue	\$13.90	DJMF5100-G	Green
\$13.90	DJMF5100-R	Magenta	\$13.90	DJMF5100-Y	Yellow



ULTRA-53 DUAL SURFACE GLASS TOWEL

TOWELS BY DOCTOR JOE



Special dual-surface glass towel. Side one has small, raised ridges used to "scrape" off donut icing, smoke, handprints, etc. Side two is a smooth micro-mesh that totally removes pesky smears and white streaks. Ultra-53 is the perfect glass towel!

- Sold 12 per case
- Streak-free cleaning
- Each towel measures 16" x 16"
- Wicks away moisture and leaves no lint behind

\$14.75	DJMF5300-Y	Gold
\$14.75	DJMF5300-BL	Blue



ULTRA-55 DIAMOND MICROFIBER GLASS TOWELS

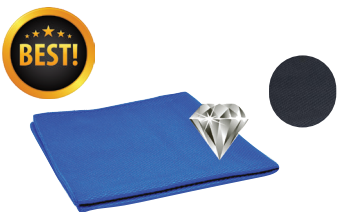
TOWELS BY DOCTOR JOE



These 300 GSM towels feature a small bird's eye shaped weaving pattern that shaves dirt, grime, streaks, and smoke off glass like a sharp razor. The Black or Blue Diamond can be used as the glass towel of choice in your wash or as the final streak and smear removal cloth. The larger size of Ultra-55 towels means you can cover more surface area in one pass!

- Sold 12 per case
- Microfiber, waffle weave material
- Each towel measures 16" x 24"
- Nano lint-suppression technology

\$26.50	DJMF5500-BK	Black
\$26.50	DJMF5500-BL	Blue



ULTRA-56 DIAMOND MICROFIBER GLASS TOWELS

TOWELS BY DOCTOR JOE



These 300 GSM towels feature a small bird's eye shaped weaving pattern that shaves dirt, grime, streaks, and smoke off glass like a sharp razor. The Black or Blue Diamond can be used as the glass towel of choice in your wash or as the final streak and smear removal cloth.

- Sold 12 per case
- Microfiber, waffle weave material
- Each towel measures 16" x 16"
- Nano lint-suppression technology

\$14.90	DJMF5600-BL	Blue
\$14.90	DJMF5600-BK	Black

TOWELS BY DOCTOR JOE®

GLASS TOWELS - COTTON



LAUNDERED SURGICAL HUCK TOWEL

TOWELS BY DOCTOR JOE



These cloths are excellent for cleaning glass, drying, and general cleaning. Though previously used, these cloths have been perfectly washed, sterilized, and recycled. They are laid flat in handy bundles of 10 each, 10 bundles per case (100 total). These surgical huck towels are made of 100% pure cotton and are lint-free.

- Sold 100 per case
- 1.6 lb/dozen
- Each towel measures 16" x 25"
- Washed and sterilized

\$61.97 **DJS1150-BL**



BLUE FOLDED SURGICAL TOWEL

TOWELS BY DOCTOR JOE



These 100% cotton surgical towels are packed fan-folded and dog-eared. They are lint-free and absorbent. Excellent choice for lint-free wiping, cleaning glass, drying, detailing, and vending at self-serve car washes! Imported from China.

- Sold 100 per carton - 50 pieces per poly bag
- 1.7 lb/dozen
- Each towel measures 16" x 24"
- Fan-folded and dog-eared - ready for lint-free wiping

\$55.00 **DJS1700-BL**



PRE-WASHED SURGICAL TOWELS

TOWELS BY DOCTOR JOE



This smooth non-terry towel is made from 100% cotton. It is lint-free, colorfast, and very absorbent. The long-staple fine-fiber yarn provides the durable characteristics that makes this towel a best seller! Perfect for car washes, housekeeping, lint-free wiping, glass-tinting and glass cleaning. The very same lint-free wiping cloths used during surgery now available for commercial use.

- Sold 12 per case
- 1.6 lb
- Available in 7 colors for color coding
- Each towel measures 16" x 24"
- Autoclavable cotton material
- Laundered to ensure instant absorbency on first use

\$11.06	DJS1600-BL	Blue	\$11.06	DJS1600-P	Pink
\$11.06	DJS1600-G	Jade Green	\$11.06	DJS1600-W	White
\$11.06	DJS1600-LG	Lime Green	\$11.06	DJS1600-Y	Yellow
\$11.06	DJS1600-O	Orange			



OVERSIZED MEDICAL GRADE SURGICAL TOWELS

TOWELS BY DOCTOR JOE



This surgical towel is made from 100% long-staple cotton. It meets FDA requirements for medical, dental, and veterinary uses. Can also be used as wiping rags, food service rags, bar towels, window cleaners, and wiping products for housekeeping applications. Made with non-toxic colorfast dye and an absorbent-style weave.

- Each towel measures 18" x 30"
- 2.4 lb/dozen
- Extreme lint-free properties

\$14.25	DJS5000-CB-6	Ceil Blue	6 Pack
\$14.25	DJS5000-JG-6	Jade Green	

Towel Tip



Q. Why do surgical towels make good glass towels?

A. Surgical Huck towels are the same types of cloth used in the medical field for cleaning and wiping. They are required to be lint-free, durable, and absorbent. These are the same necessary characteristics of good glass towels.

TOWELS BY DOCTOR JOE®

DETAIL TOWELS - WIPING AND CLEANING



WHITE KNITTED COTTON 2-PLY DIAPER

TOWELS BY DOCTOR JOE



The Towels by Doctor Joe white cotton diapers are made with very soft and absorbent cotton. Made with two plies of fabric, these lint-free diapers measure about 16" x 20" and are sold in a bulk-packed case weighing 25 pounds. Cloth diapers are frequently used by detailing shops, car washes, and auto enthusiasts because they are gentle and effective on vehicle interiors and exteriors. Use for cleaning door jams, trunk wells, hood wells, rocker panels, wheel wells, etc. prior to detailing. Also great for housekeeping, fire restoration and contract cleaning!

- Sold by weight - each box ~25 lbs
- Each towel measures 16" x 20"
- Soft, pre-folded, 100% cotton diaper
- Washable and reusable

\$55.00 DJD2600 Towels



ASSORTED COLOR TOWEL REMNANTS

TOWELS BY DOCTOR JOE



When you need a lot of polishing hand towels, but do not need specific colors, this assortment of various towels is a great, economical choice! Applications: heavy wiping and cleaning, detailing, housekeeping, and polishing. Wash and machine dry these towels prior to their first use, no fabric softener.

Because this product is sold by weight, actual number of towels per case will vary.

- Sold by weight - see options below
- Hand towel size, approximately 16" x 26"
- Medium weight, 100% cotton
- Absorbent - good choice for all cleaning purposes

\$35.63 DJT3200-25 25 lb. Pack Approx. 105 towels per case
\$15.68 DJT3200-10 10 lb. Pack Approx. 42 towels per case



UTILITY TOWELS WITH COLORED CENTER STRIPE

TOWELS BY DOCTOR JOE



White terry towels with colored center stripe for color coding by use. They are an excellent, economical choice for a courtesy towel at health clubs, tanning salons detail cleaning, gyms, bars, janitorial and more. Wash and dry these towels without fabric softener prior to first use.

- Sold 12 per case
- Each towel measures 16" x 19"
- 32 oz/dozen
- Made from 100% cotton

\$8.75 DJT1680-WBL Blue Stripe
\$8.75 DJT1680-WGD Gold Stripe
\$8.75 DJT1680-WGN Green Stripe



ECONOMY CLEANING TOWEL

TOWELS BY DOCTOR JOE



Slightly irregular white terry cleaning towels. Fully hemmed edges prevent unravelling when washing. The most popular choice for general car cleaning - door jams, wheels, trunk well, all areas that collect oily grime and dirt. Towels are compressed to reduce shipping cost. Wash and machine dry to fluff.

- Sold in cases of 25 lb
- Each towel measures 16" x 19"
- Approximately 170 towels per case
- Medium weight- 100% cotton

\$88.00 DJT1685-W Towels



BLUE CLEANING TOWELS

TOWELS BY DOCTOR JOE



Each courtesy towel features a lightweight cotton construction. Use these towels whenever you need a hardworking, 100% cotton product to regularly wipe off hands, pick up quick messes, and more. These towels are a great choice for around-the-shop use at car washes, detail businesses, garages, gyms, tanning salons, food service, bar mop, and janitorial use. Simply wash and dry this towel before use to fluff it up!

- Sold 24 per case
- Each towel measures 16" x 19"
- Approximately 34 oz/dozen
- Lightweight - 100% cottons

\$18.70 DJT1683-BL Towels

TOWELS BY DOCTOR JOE®

DETAIL TOWELS - INTERIOR DETAILING



WHITE UTILITY TOWEL

TOWELS BY DOCTOR JOE



Each white utility towel features a lightweight cotton construction. Use these towels whenever you need a hardworking, 100% cotton product to regularly wipe off hands, pick up quick messes, and more. These towels are a great choice for around-the-shop use at car washes, detail businesses, garages, and more. Also for use as a courtesy towel, gym towel, tanning towel, food service, bar mop and janitorial tool.

- Sold 12 per case
- 100% cotton
- 28 oz/dozen
- Each towel measures 16" x 19"
- Lightweight for utility applications
- Wash and dry prior to first use - do not use fabric softener

\$7.25 DJT1681-WHT Towels



PLUSH INTERIOR DETAILING TOWELS

TOWELS BY DOCTOR JOE



Based on the popular, absorbent "hotel towel" concept, this is a heavy-weight, 100% cotton, full-plush terry towel. This plush and absorbent towel is great for car care applications. This towel is super-absorbent after one wash and machine dry. Use as an applicator or a "spotting" wiper for upholstery and carpeting. Excellent for cleaning and moisturizing leather seats and steering wheels. This handy, all-purpose towel can be used in janitorial, food service and housekeeping applications.

- Sold 12 per case
- Approximately 2.25 lb/dozen
- 100% cotton, full-terry towel
- Each towel measures 14" x 16"
- Heavy weight material; hotel quality
- Finished with real mill end hemming

\$14.85 DJT1460-W Towels



SUPER PLUSH MICROFIBER TOWEL

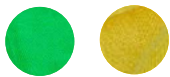
TOWELS BY DOCTOR JOE



Size and weight matter when cleaning leather, upholstery, and spotting automotive carpeting. Weighing in at 400 GSM this super plush towel is available in 16" x 16" and 16" x 27". The light charcoal color will not bleed or run with automotive cleaners and solvents. These phenomenal microfiber terry towels are the #1 choice for cleaning, scrubbing, dusting, mopping, drying, detailing, and wiping automotive interiors. Properly cared for, this towel is good for 500+ washings!

- Sold 12 per case
- Heavyweight and plush, bleach-resistant
- Absorbs up to 7-10 times its weight in moisture
- Attractive red stitched edge

\$26.13 DJMF8500-CHAR Charcoal Ultra 85 16" x 27"
\$15.95 DJMF8600-CHAR Charcoal Ultra 86 16" x 16"



ALL PURPOSE MICROFIBER TOWELS

TOWELS BY DOCTOR JOE



The 300 GSM All Purpose Microfiber Towel provides the performance and durability of microfiber with the supple feel of standard cotton towels. Available in three pastel colors, this cloth furnishes the detailer with opportunity to "color code," identifying a color with a job. Safe to use on electronic equipment and other sensitive surfaces with interior detailing. Use damp for general cleaning; wet for scrubbing heavily soiled areas; and dry for dusting. Excellent for use in leather cleaning and conditioning.

- Sold 12 per case
- Pastel colors do not bleed
- Each towel measures 16" x 16"
- Safe for use on vinyl, plastics, wood, and metal

KR Part #	Color	Towels Per Pkg	Bracket Pricing		Pallet Price*	
			1-11 Pkg	12 (+) Pkg		
DJMF4500-BL-50	Sky Blue	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-G-50	Medium Green		\$28.00	\$26.00		\$7,488.00
DJMF4500-Y-50	Yellow		\$28.00	\$26.00		\$7,488.00

*Free shipping on full pallets in the lower 48

TOWELS BY DOCTOR JOE®

DETAIL TOWELS - POLISHING



THE BLACK BEAUTY – OPTION 1

TOWELS BY DOCTOR JOE



Also known as Ultra-05, this option is a plush handy microfiber polishing cloth. It is available in any color you want so long as it is black! Its small size, 12" x 12", is ideal for reaching tiny crevices and small panels and for touch-up. Perfect for removal of ceramic coatings. Extremely durable - able to withstand hundreds of washings with proper care and washing.

- Sold 12 per case
- 300 GSM
- Each towel measures 12" x 12"
- 80/20 blend

\$10.07 DJMF0500-BK Black



THE BLACK BEAUTY – OPTION 2

TOWELS BY DOCTOR JOE



Also known as Ultra-82, our second option is a plush handy microfiber polishing cloth. It is also available in any color you want so long as it is black! The Ultra-82 is a heavy-duty towel offering incredible performance and durability of microfiber, but the supple feel and heavy weight of a standard cotton towel. The Ultra-82 is a 16" x 16" towel made with 300 GSM microfiber fabric that offers max absorbency and extraordinary polishing capabilities.

- Sold 12 per case
- 300 GSM
- Each towel measures 16" x 16"
- 80/20 blend

\$13.75 DJMF8200-BK Black



DJMF4500-RBL-50

ALL-PURPOSE BUFFING TOWELS

TOWELS BY DOCTOR JOE



These Ultra-45 towels by Doctor Joe are 300 GSM microfiber towels that measure 16" square. Sold in new easy-to-manage yet economical bulk packs of 50 towels. Perfect for removal of polish, wax, compound, glaze, sealant, and detailing sprays. Use for buffing, spray waxes, and the final buff. Now offered in nine vibrant colors, helping you to color code towels for specific detailing processes.

- Sold 50 per case or by pallet
- Warp knit, overlocked finished edges
- Each towel measures 16" x 16"
- 80/20 microfiber blend

KR Part #	Towel Color	Towels Per Pkg	Bracket Pricing		Pallet Price	
			1-11 Pkg	12 (+) Pkg		
DJMF4500-BK-50	Black	50	\$21.50	\$26.00	288 Pkg	\$7,488.00
DJMF4500-BL-50	Sky Blue	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-DG-50	Dark Green	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-DO-50	Dark Orange	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-G-50	Medium Green	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-P-50	Dark Purple	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-R-50	Red	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-RBL-50	Royal Blue	50	\$28.00	\$26.00	288 Pkg	\$7,488.00
DJMF4500-Y-50	Yellow	50	\$28.00	\$26.00	288 Pkg	\$7,488.00

Free shipping on full pallets in the lower 48



DJMF1106-CHAR

LARGER ALL-PURPOSE BUFF TOWELS

TOWELS BY DOCTOR JOE



Many professional detailers prefer to work with a larger buff towel for wax removal. This towel is the big brother of the ALL-PURPOSE BUFF TOWELS, measuring 16" x 24" in size. With added surface area, the larger towel reduces buffing time. It is also less likely to get filled with wax cake. Perfect for removal of polish, wax, compound, glaze, sealant, and detailing sprays. Use for buffing, spray waxes, and the final buff. Now offered in five vibrant colors.

- Sold 50 per case or by pallet
- Each towel measures 16" x 24"

KR Part #	Color	Towels Size	Towels Weight	Towels Per Pkg	Your Price Per Pkg	Free Shipping Full Pallet*	Towels Per Pallet
DJMF1106-CHAR	Charcoal	16" x 24"	300 GSM	50	\$50.00	168 Pkg	\$8,400.00
DJMF1106-RBL	Royal Blue	16" x 24"	300 GSM	50	\$50.00	168 Pkg	\$8,400.00
DJMF1106-DG	Dark Green	16" x 24"	300 GSM	50	\$50.00	168 Pkg	\$8,400.00
DJMF1106-R	Red	16" x 24"	300 GSM	50	\$50.00	168 Pkg	\$8,400.00
DJMF1106-BK	Black	16" x 24"	300 GSM	50	\$50.00	168 Pkg	\$8,400.00

**Ask about getting Custom Towel Labels on pallet orders for FREE!

*In the lower 48

TOWELS BY DOCTOR JOE®

DETAIL TOWELS - PLUSH POLISHING



DJMF8500-BK



DJMF8500-CHAR

SUPER PLUSH MICROFIBER TOWEL

TOWELS BY DOCTOR JOE



These lavish towels are perfect for removing cured paste waxes and sealants. Excellent for wiping away dust, dirt, and debris or for use with spray waxes, resulting in a streak-free shine. Size and weight matter when buffing vehicles. Weighing in at 400 GSM, this unique towel is offered in two useful sizes – 16" x 16" and 16" x 27". It is the perfect towel for use with detail sprays or even the final buff. These towels have been engineered for long use, and will withstand hundreds of washings. Available in solid black or black and charcoal with a distinctive red texturized soft nylon edge banding. When properly cared for, this towel is good for 500+ washings!

- Sold 12 per case
- Heavyweight and plush, use for ceramic coatings
- Good for compound removal
- Removes, sealants, polishes, glazes, and waxes

\$26.13	DJMF8500-CHAR	Charcoal	Ultra 85	16" x 27"
\$26.13	DJMF8500-BK	Black	Ultra 85	16" x 27"
\$29.15	DJMF1500-BK	Solid Black	Ultra 15	16" x 27"
\$15.95	DJMF8600-CHAR	Charcoal	Ultra 86	16" x 16"
\$15.95	DJMF8600-BK	Black	Ultra 86	16" x 16"



PLUSH VELVET MICROFIBER POLISHING TOWEL

TOWELS BY DOCTOR JOE



The softest professional microfiber for use in polishing ceramic paint coatings. It features a special 80/20 blend of polyester and polyamide that delivers a perfect scratch-free finish every time, even after many washings. It creates a unique softness that brings out a brilliant high luster on newly-waxed surfaces. Larger size enables towel-folding that helps keeping a clean towel on the polishing surface at all times.

- Sold 10 per case
- 500 GSM
- Will not scratch paint, clear coat, or other surfaces
- Maximum plushness when a higher pile is preferred
- Each towel measures 16" x 24"
- Deep velvet pile makes it ideal for the final polish
- Guaranteed streak-free, lint-free, and non-abrasive

\$52.00	DJMF1300-BL	Towels
----------------	--------------------	--------



DJMF2536

TOWELZILLA™ – THE EXTREME DETAILING TOWEL

TOWELS BY DOCTOR JOE



Doctor Joe is delighted to introduce TowelZilla, the ultimate car cloth. The towel is made from a super-thick, plush microfiber coral fleece that introduces a softness that is unrivaled in the Automotive Appearance Industry! It simply trounces the competition. Dare I say there is no competition. Everything is big about TowelZilla, except its price. Weighing in at a monstrous 780 GSM, it is available 18" x 30" or 25" x 36", both in charcoal grey. TowelZilla is equally suitable for drying vehicles, wax removal, and unsurpassed for use in the final buff. Size matters and TowelZilla is the T-Rex of towels!

- Will not scratch paint, clear coat, or other surfaces
- Maximum plushness when a higher pile is preferred
- Deep velvet pile makes it ideal for the final polish
- Guaranteed streak-free, lint-free, and non-abrasive

KR Part #	Color	Towels Size	Towels Weight	Towels Per Pkg	Pkgs Per Case	Your Price Per Pkg
DJMF1830-GRY	Charcoal	18" x 30"	780 GSM	3	12	\$23.50
DJMF2536-GRY	Charcoal	25" x 36"	780 GSM	1	20	\$12.95



DJMF1830

