

BATH TOWELS & BACTERIA

THE PROBLEM AND SOLUTIONS



ELECTRIC TOWEL WARMERS

BRANDON BASICS



BUILT-IN TIMER



SAE 304



UL LISTED



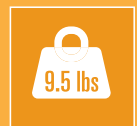
IP56 RATED



115v / 190W



DESIGNED



WEIGHT



WHAT'S THE BIG DEAL?

For centuries bath towels have been used for drying. And "death by dirty towel" isn't exactly a trending topic we hear about so what's the big deal? **Why should you care about it?**

Consider, for a moment the colds, flu, asthma and allergies you suffer from that are usually transferred to you by air. Do you blame the air? Of course not. For one, the adverse effects happen over time, there's no visible proof how air was involved, and lastly we simply accept the fact that we can't do anything about the air and what it carries.

The same holds true for towels. They may be the cause for health issues like viral or fungal infections, MRSA, acne, pink eye, athletes foot, cold sores and respiratory issues. But with little direct and visible "proof" of its contribution, most of us simply accept any role it takes in our health.

Unlike the air, however, towels are one thing we do have control over to positively affect your health. **That's why we think you should care!**

Let's look at a typical day in the life of your towel...



A DAY IN THE LIFE OF YOUR TOWEL



BATH/SHOWER & DRY

After a refreshing bath or shower you dry yourself on your luxurious towels



MOISTURE

Your towel absorbs moisture like a sponge and lots of it -- especially when you wash your hair!

YOUR NICE FLUFFY TOWELS

Americans love their oversized, extra thick, fluffy, absorbent towels. By design, they lock in moisture and hold it for hours and hours



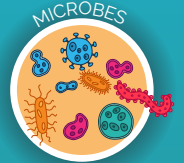
DEAD SKIN CELLS

You naturally deposit tons of dead skin cells on your towels



ASSORTED MICROBES

Despite feeling clean after a shower, your skin is covered in good and bad bacteria and naturally end up on your towel



OTHER "THINGS" THAT END UP ON YOUR TOWEL



TOILET OVERSPRAY

Like a sneeze, your toilet releases a plume of micro particles full of bacteria when you flush -- up to 15 feet!

[Tech Insider]



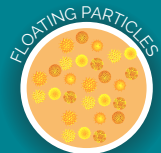
RESIDUAL DETERGENT

In the effort to be green, biodegradable detergents end up being a great source for bacterial food.



UNWANTED HANDS

Spouses, kids, guests, house keepers, contractors ... who knows what happens to your towel behind closed doors...



AIRBORNE PARTICLES

Your air is filled with dust, dust mites, allergens, dander, mold and other particulates. Your moist towel collects them like flies

BACTERIA BEGINS TO MULTIPLY

Like all living organisms, bacteria needs the right environment to live and grow. Your towel is the ideal resort destination for bacteria to thrive



FOOD

Bacteria needs to feed and your dead skin cells provide a delicious, neutral pH feast.



WATER

Bacteria needs water. Your towel is like an endless drinking fountain since moisture gets absorbed and trapped.



TEMPERATURE

Most bacteria hate extreme cold or hot environments. Your nice warm towel is perfect.



OXYGEN

Bacteria need oxygen and towels fibers provide the ultimate home for air to circulate and keep our little friends alive and well.



Bacteria don't grow in size, they **split**. A single bacterium can multiply to over **two million** in just 7 hours

CONSEQUENCES THAT AFFECT YOU

AND YOUR FAMILY



WHY DO TOWELS STINK?

Towels stink for the same reason many other things stink that exist in warm, moist areas. Bacteria is **breeding!** As bacteria breaks down its food, it releases a bouquet of rotten **odors**.



THE STINK

Even if you don't care about bacteria, you **DO** care about towels that stink. Believe it or not, the smell is the result of bacteria breeding. And by the time you smell it, the bacteria growth has gotten way out of hand.

Basing your washing schedule on the stink of your towels is like timing your dentist visits by the pain in your cavities -- it's a reactive approach to your health that is detrimental and harmful.

WASHING SCHEDULE



IMPORTANT

Name the one item that is most likely to rub every inch of your skin on a daily basis?

That's right!! Your **BATH TOWEL!!**

Would you dry yourself with your socks or wash your hair in the toilet? -- then why do ignore bath towels which can breed even more bacteria?



An outbreak of **MRSA**, a skin infection, affected a college football team in Los Angeles due to the sharing of towels

SPREADING INFECTIONS

Your eyes, nose, open wounds, cuts, abrasions and dry skin are vulnerable to what lurks in your towels -- they give harmful bacteria a path into your body. Here are a few of the things that microbiologists have found in towels:



WASTE & COST

To control bacteria, experts say you need to be washing (and drying and folding) towels at least every 2 days if they are allowed to dry - otherwise every day! Plus you should be using oxygenated bleach and very hot water to kill the bacteria. If you're someone who values conservation and being green, this is bad news.

It's also bad news if you are trying to prolong the life and color of your towels.



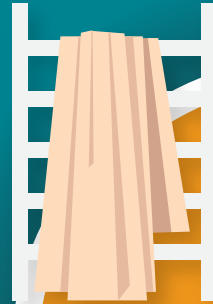
TWO SOLUTIONS IN DEALING WITH BACTERIA



WASH FREQUENTLY

1

If you have the time and money, then wash your towels every few days and make sure you use oxygenated bleach and hot water. When your towels begin to stink, wash them with a cup of only vinegar, then wash them again as you would normally.



USE A TOWEL WARMER

2

With the right towel warmer, it's possible to quickly remove the moisture that bacteria needs to thrive, thereby reducing washing frequency and reducing costs.

A Towel Warmer is to towels as a refrigerator is to food -- it creates a hostile environment for bacteria to thrive

WHY DON'T AMERICANS USE TOWEL WARMERS?

Most Americans have never used a towel warmer so they have no idea what it is. Others assume it's simply an unnecessary luxury item for whimps who can't handle a cold towel. On top of that, many Americans are unaware why their towels stink and are happy to put their oversized washers and chemicals to work.

LEARN FROM THE EUROPEANS

In Europe where homes are smaller along with tiny washers & dryers and triple the cost of water and energy, it's not practical to wash towels every few days. That's why many use towel warmers to be proactive and deal with the bacteria before it gets out of hand - a much greener and less expensive approach in dealing with bacteria growth.

“ Bacteria need water to dissolve the food they use for energy and growth. Water allows the food to get into the cells, is used for the many chemical reactions necessary for life and growth, and allows waste products to escape. ”

foodsafetysite.com



NOT EVERY TOWEL WARMER IS THE SAME

WHAT TO LOOK FOR

3 TYPES OF CONSUMERS

"I love the idea of warm towels!"

Most towel warmers are marketed to unaware consumers who are in love with the IDEA of a warm towel. So brands skimp on materials, the number of bars and heating performance to reduce their costs. They prey on consumers that think, "as long as it looks like a towel warmer - it must be a towel warmer - so lets get the cheapest one!"

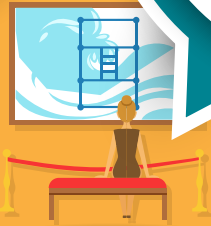
1



"Our designer bathroom could use an art piece"

Affluent consumers who care more about their décor than efficiency are easy prey to towel warmers that are either designed & priced to be in an art museum or so over spec'd that they could heat a small city.

2



"I want to control bacteria to reduce cost & wash loads"

Consumers who have bacteria and cost in mind will have only a few choices when it comes to towel warmers. Higher wattage, square bars, correct sizing and method of control all influence the performance of reducing bacteria and keeping costs down.

3



THE IDEAL WARMER FOR THE CONSUMER #3 IN YOU



INTRODUCING THE **BRANDON BASICS** TOWEL WARMER

The only towel warmer designed for the American household to reduce bacteria & cost





DESIGNED TO REDUCE BACTERIA GROWTH & COSTS



GARMENT HOOK

An included optional garment hook when there never seems to be enough room to hang stuff



304 STAINLESS STEEL / IP56 RATED

Plating of any kind including chrome and nickel plating exposes risks of peeling and rusting. High quality SAE 304 Stainless Steel is the best material for moist environments. An IP56 rating also protects against water intrusion.

12 BARS

Fewer bars means not enough heat distribution and too many bars is wasted heat and expense. Brandon Basics found 12 bars to be the perfect balance of efficient heat distribution and cost for American sized towels.

190-200 Watts

To reduce bacteria growth, towels need to dry fast - within 1 to 2 hours. That means a wattage greater than 150watts. Towel warmers with lower wattage not only gives more time for bacteria to grow, but requires larger warmers to avoid folding the towel which prolongs drying time.

Our warmer is over 190 Watts which can dry two folded towels layered on top of each other.

TECHNOLOGY LAGS CONSUMER NEEDS

Towel warmers haven't changed in decades, yet, American towels have only gotten thicker, more luxurious and absorbent - not to mention LARGER. We designed and manufactured our Brandon Basics warmer in 2017 to address the technology gap that exists. You now have a warmer that not only perfectly fits your towels, but also dries them before bacteria growth gets out of hand.



DESIGNED IN THE USA FOR USA TOWEL SIZES

Folded lengthwise, a typical American Bath Sheet fits perfectly on the warmer for optimum drying efficiency. That means warmers with bars wider than 18" and a heating length over 30" is overkill



BUILT-IN TIMER

Includes LED INDICATORS

At 190watts, moist towels will dry within 1 to 2 hours depending on how wet the towels are. So we provide 1 and 2 hour timers to keep it simple and cost effective.



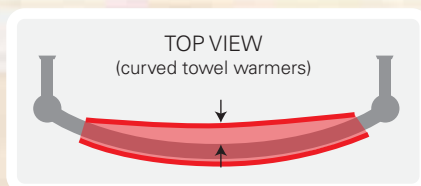
INSTALL OPTIONS



In looking for a towel warmer you'll find two options: Plug-in or Hardwired. We understand that your needs may change so we include both options at the same cost (e.g. Install as a plug-in now and later hardwire after your bathroom renovations)

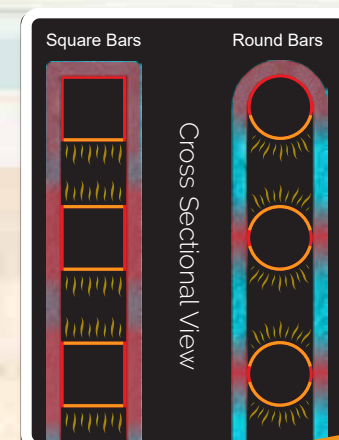
STRAIGHT BARS

Curved bar towel warmers are stylish, but purely for aesthetic purposes. The curved bar prevents towels from having full contact with the heated bars requiring more time to dry



SQUARE BARS

Rounds bars are cheaper to manufacture, but they don't distribute direct heat to towels as effectively as square bars



BUILT-IN TIMER



SAE 304



UL LISTED



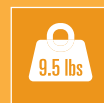
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BRANDON BASICS

TOWEL WARMER

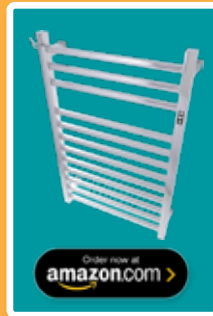
FEATURE COMPARISONS

We strongly encourage you to shop around for towel warmers that have features specifically designed to reduce bacteria growth and costs.

	BUILT-IN TIMER	GARMENT HOOK	190 WATTS - FAST DRYING	12 STRAIGHT SQUARE BARS	SAE-304 STAINLESS STEEL	PLUG-IN INCLUDED	HARD-WIRED INCLUDED	HIDDEN POWER LEG	DESIGNED IN USA	SIZED FOR USA TOWELS	IP56 RATED	UL LISTED
BRANDON BASICS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
OTHER BRANDS	?	?	?	?	?	?	?	?	?	?	?	?

BUY NOW!

When you are ready to buy a towel warmer and feel the Brandon Basics warmer is the right choice, you'll find us on Amazon.



REFERENCES

Your Towels Are Way Dirtier Than You Think [Time Magazine]

Forget door handles and toilet seats - the most germ-infected objects in your home are your TOWELS [DailyMail]

Are You Covering Yourself in Germs Every Time You Flush the Toilet? [Women's Health]

Understanding MRSA Infection – the Basics [WebMD]

Wash your towels regularly to avoid infections [Ghanaweb]

Beware! Your bath towel could give you gonorrhoea [Vanguard]

WEBSITE

www.brandonbasics.com/towelwarmer

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GIVING BACK

Through your purchases, Brandon Basics will donate products and funds to programs and organizations to benefit those with disabilities. Brandon Basics also celebrates an amazing boy, Brandon who has Down Syndrome. Through his story and involvement with this brand, we hope you will be inspired to get back to basics - the basics of seeing the beauty in every person.