



# ULTIMATE GUIDE TO **COMPACT** TEXTILES



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**GREAT THINGS  
COME IN  
SMALL  
PACKAGES**



## WHAT IS A COMPACT T-SHIRT?

It's a printed T-shirt that's compressed into a compact shape. Printed carton inlays showing the product advertising are then placed onto each side of the compressed T-shirt. Then its shrink wrapped to seal the contents in the shape required.

The result? A T-shirt that fits in the palm of your hand.

## WHY WOULD YOU WANT IT?

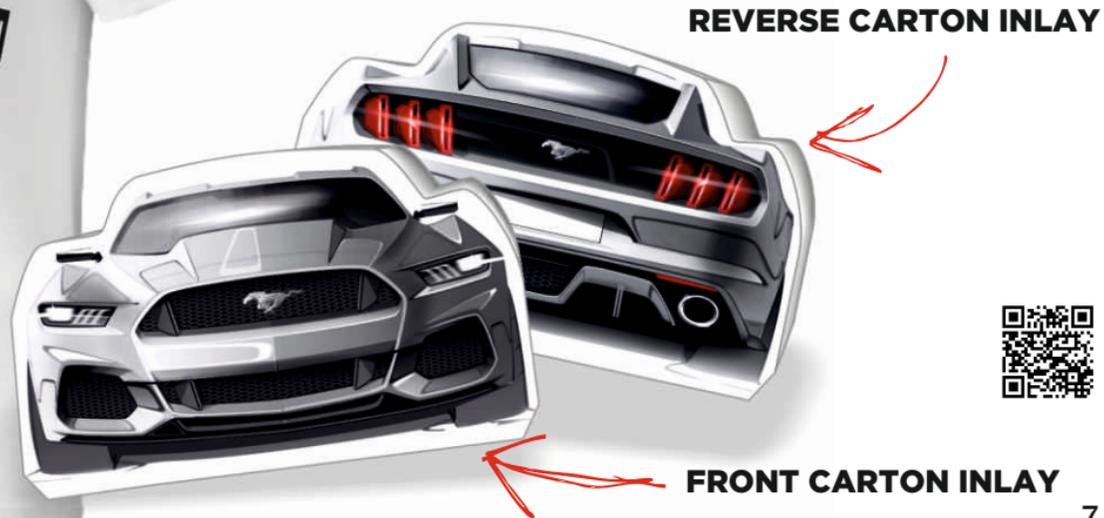
T-shirts are one of the most popular promotional products. By adding the process of compression, we transform the T-shirt into a highly desirable and appealing product.

Clients are always on the lookout for original promotional products at keen prices. In this case, the compact T-shirt is an excellent choice.

## EXAMPLE



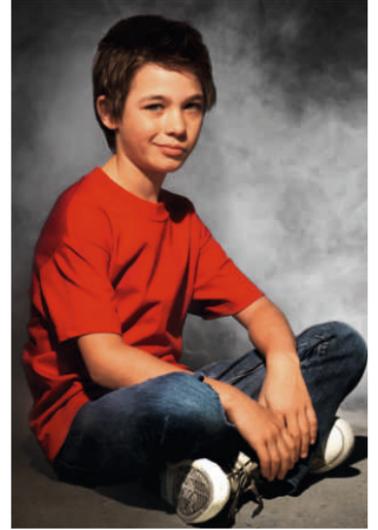
- ✓ CREATES A BUZZ AND GETS CUSTOMERS TALKING.
- ✓ ADDS EXTRA VALUE AND APPEAL TO YOUR BRAND.
- ✓ COST EFFECTIVE AND AFFORDABLE.



6 **FORD** love to order compact T-shirts in different shapes. In this example, the Ford Mustang looks just as good as the car itself!

## T-SHIRT RANGE

Many brands are available in a host of styles, weights and colours.



A San Miguel T-shirt is great.

The fact that it comes packaged in the size and shape of an actual beer bottle is more impressive than the T-shirt itself.

The only thing that would make it better is if it came with a real bottle of San Miguel!



## WHAT IS A COMPACT TOWEL?

Its a printed, jacquard woven or embroidered towel which is compressed into a compact shape.

Printed carton inlays showing the product advertising are then placed onto each side of the compact towel. Then its shrink wrapped to seal in the contents.

100% COTTON, 70 x 140 cm  
PRINTED VELOUR TOWEL

EXAMPLE



FRONT CARTON INLAY

COMPACT TOWEL

REVERSE CARTON INLAY



KINGLY™  
Virgin  cotton

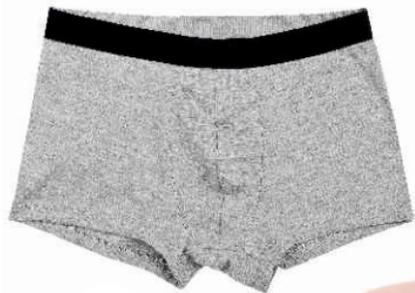


REFER TO THE GUIDE ON TOWELS TO VIEW  
THE RANGE AVAILABLE FOR COMPRESSING

## OTHER COMPACT PRODUCTS

There are many other cotton products that can be compressed. For the complete list please access our web page or scan the QR code.

### UNDERWEAR



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### SOCKS



### COTTON BAGS



### APRONS



### TEA TOWELS



### BABY BIBS



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## POST IT T-SHIRT AND TOWEL

Now its possible to send a T-shirt or towel by post!  
On the front side you have a post card and on the reverse side, space to fill out the mailing address.

The compression thickness is narrow allowing for the Post It textile to fit inside a post booth. Due to its compact size, the cost of transport is cheap.



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See what this clever customer did using a custom made shape!



## SUNRISE

They required the most cost effective method for sending 6.000 gifts by post.  
Their choice was a large 100 x 150 cm printed towel.  
Obviously this towel would not only be bulky but very expensive to send by post.  
The solution? The compact towel.

A 100% cotton printed towel was compressed in the shape of a SIM CARD.  
Two cartons were placed on either side, the reverse reserved for filling out the recipients mailing address.

**Benefits?** Cost effective to send by post.  
An incredibly original product with a big WOW factor.



Front side



Reverse side

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## OPTIMUM QUALITY FROM KINGLY

Considerable care is taken when producing compressed textiles.

**GARMENTS.** All T-shirts, towels and other textiles meet or exceed the strictest quality standards.

**BRANDING / PRINTING.** We guarantee exceptionally pleasing results.

**COMPRESSION.** Rigid, flat and compressed to perfection.

**CARTON INLAYS.** 300 gsm offset printed carton inlays are used ensuring a glossy and professional finish.

**SHRINK WRAPPING.** Quality PE film is used resulting in a glossy finish that adds value to the finished product.

**PACKAGING.** Reinforced corrugated boxes are used ensuring that the goods arrive in pristine condition.

**QUALITY CONTROL.** Production is monitored through an internal auditing process ensuring all processes are carefully monitored.



## LIST OF SHAPES

Over 100 shapes are available.  
Scan the QR code to view them.



## CUSTOM SHAPES

Kingly can produce any type of shape.  
Prior to any mould being made, we supply a 3D visual for approval.



## CREATIVE PACKAGING IDEAS

Further enhance the value and appeal of a compact textile by placing it into a custom made box.

# NEW!

TRICK YOUR CUSTOMER INTO BELIEVING IT'S THE REAL THING BY CONCEALING THE COMPACT TEXTILE INSIDE THE BOX! THEY WILL NOT SEE IT COMING!



Alternatively attach or insert any other product and shrink wrap it!



Compact textiles with coasters shrink wrapped in the interior.



## SUCCESSFUL CASE STUDIES

What better than these case studies to show the true value of a compact textile?

Our packaging solutions allow these clients to effectively maximize their investments. Otherwise, they would not repeat their orders time and time again.

# WHERE IDEAS TAKE SHAPE



## COCA COLA

They were delighted with the outcome of their first promotion that soon after, they ordered branded T-shirts and towels in the shapes of Burn energy drink, Fanta, Powerade and Nordic Mist.

**Benefits?** Competitively priced, exclusive custom shapes, easy to distribute, adding value to the brand.

With dozens of orders placed, this can mean only one thing.

**SUCCESSFUL PROMOTIONS.**



## IBERDROLA

They required an organic promotional product and opted for the compressed T-shirt.

A bespoke shape was manufactured in the shape of their logo with 2 biodegradable insert cards.

**Benefits?** Original, exclusive and unique.  
A product which is less contaminating for the environment.

## CORONA

Used for give aways at events, parties and point of sale.

The compressed T-shirts and towels were distributed throughout Europe, the US and Mexico.

**Benefits?** Hugely popular product and accepted by all resulting in memorable promotions.

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## STELLA McCARTNEY

Even one the worlds leading fashion brands loves this product.

In this case, Stellas new cologne bottle was launched alongside the compressed bottle, an almost identical replica of the original.

Inside was a 100% organic printed cotton T-shirt printed in four colour process.

### **Benefits?**

Adds a whole lot of value in comparison to a plain printed T-shirt for a whole lot less money.

An almost exact replica of the actual product almost confuses the client into thinking it's the real thing.

Clients ask:

**How can this package possibly be a T-shirt?**



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## LUCOZADE

Sports towels have always been a popular choice with this customer.

On this occasion, they decided to upgrade to compact sports towels. They felt they needed something with added value and appeal.

**Benefits?** Adds excitement to promotions, engages customers. A real “attention grabber”.



## RUSSIAN NATIONAL ICE HOCKEY TEAM

Sports T-shirts were printed with their logo and compressed into the mini T-shirt shape.

These were given away at all events.

**Benefits?** Great product for creating goodwill, promoting the team and gaining a higher attendance at all events.



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## CARRERA

They ran the promotion “Buy a pair of sunglasses and receive a free compact T-shirt”

**Benefits?** During the promotion, sales of sunglasses soared by 40%. Carrera repeated the order three times and continue to do so today.



## CNN

They urgently required 250 gifts for a conference in Dubai.

The problem? They had only 12 days. The solution?

The compact towel. Kingly delivered on time.

The gift created a buzz and gave the staff a lift in motivation.

**Benefits?** Eye catching product. Quick turnaround on orders. Cheaper transport costs due to its compact size.



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## TRIDENT

A free compact T-shirt was given to visitors at Trade Shows.

The result was an increase in sales leads.

**Benefits?** A space saver, thanks to its compact size.

Compact T-shirts and towels are hugely popular as they help the event to have a sustainable impact in the memories of the attendees.



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## ESTRELLA GALICIA

They used the product as an on pack promotion and at trade fairs. Its been successfully used since 2009.

**Benefits?** Compact, flat and easy to vacuum pack. Saves a lot of space at point of sale. Highly desirable and grabs the attention of customers at stores.



## AEG

They decided to send gifts to their distributors as a 'Thank you' at various occasions throughout the year. While searching for a suitable gift to send to valued distributors, they came across Kingly.

*"We chose Kingly knowing that they are a reliable producer and that our orders would be dealt with efficiently and to the highest standard that we'd expect from them", as commented by AEG.*

*"The standard of packaging from Kingly was another 'tick in the box' and the outcome of the promotion was a resounding success."*

**Benefits?** A highly appreciated gift with value and appeal.



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## BOSCH

They were on the lookout for an exciting and engaging promotional product that could fit into one of their power tool boxes.

Custom made shapes were produced into different shapes.

### Benefits?

Its compact and flat, meaning you can put it anywhere. Increases potential for sales at point of sale.



## HANSON

They launched a promotion at trade fairs which would allow them to give potential new customers a reason to buy from them. Everybody loves free gifts and in this case, the compressed T-shirt was a hit.

This encouraged potential new clients to log on to the Hanson web page to learn more about their products.

**Benefits?** Encourages customer loyalty. Increases traffic to a web site.



## COMPACT T-SHIRTS AND TOWELS IN THE MOVIES

Did you enjoy the movies *THE MATRIX*, *STAR WARS*, *ARMAGEDDON* and *INDEPENDENCE DAY*? How about *SONS OF ANARCHY*?

They all have something in common.

The movie studios all used compact T-shirts and towels to assist in promoting the movie.



180 gr/m<sup>2</sup> Tshirt in  
DVD Blu Ray case



## SPECIAL EVENTS

Ideal for all occasions.

Compact textiles are highly desirable for Christmas, New Year, Valentines Day, Easter, Fathers and Mothers Day.

Kingly have all the shapes you need to include Christmas wreath, heart, champagne bottle and so many more!



## WHY CHOOSE KINGLY?

- ✓ **THE EUROPEAN UNDISPUTED LEADER WITH OVER 80% MARKET SHARE\***
- ✓ **MORE THAN 14 YEARS EXPERIENCE**
- ✓ **WITH BRAND NEW UPDATED MACHINERY SINCE JANUARY 2016**
- ✓ **FABULOUS QUALITY GUARANTEED WITH QUALITY CONTROL SYSTEMS**
- ✓ **QUICKEST TURNAROUND IN THE INDUSTRY FROM 12 WORKING DAYS**
- ✓ **CHEAPEST PRICES WORLDWIDE\***
- ✓ **100% DELIGHTED CUSTOMERS**
- ✓ **FREE TRANSPORT THROUGHOUT EUROPE**
- ALL INCLUSIVE PRICES. NO FRIGHTENING IMPORT DUTIES!**

**\*Market leader since September 2013. Source, *Sourcing City*.  
Cheapest prices in Europe based on the quality / weight of  
garment used and the final landed price.**

## FREQUENTLY ASKED QUESTIONS

For sure you have some questions so please scan the QR code for more information or get in touch with us.



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