

KINGLY

ULTIMATE GUIDE TO **COMPACT TEXTILES**



Original
Compact
Textiles



GREAT THINGS COME IN **SMALL** **PACKAGES**





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WHAT ARE COMPACT TEXTILES?

Compact Textiles are cotton goods compressed and packaged into eye-catching shapes to deliver high impact marketing or advertising. This is creative packaging at its best.

In 2002, Kingly used innovative technology to compress its T-shirts by a staggering 80%. That's something that fits neatly into the palm of your hands. And so, the idea of compact T-shirts and Towels was born.

Now desirable branded goods could be compressed (not shrunk!) to a convenient size for cheap and easy distribution. And even better, we could produce these compact goodies in almost any shape. This was truly a new beginning for high quality merchandising.

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





WHY COMPACT PRODUCTS?

Original
Compact
Textiles



1. OPEN



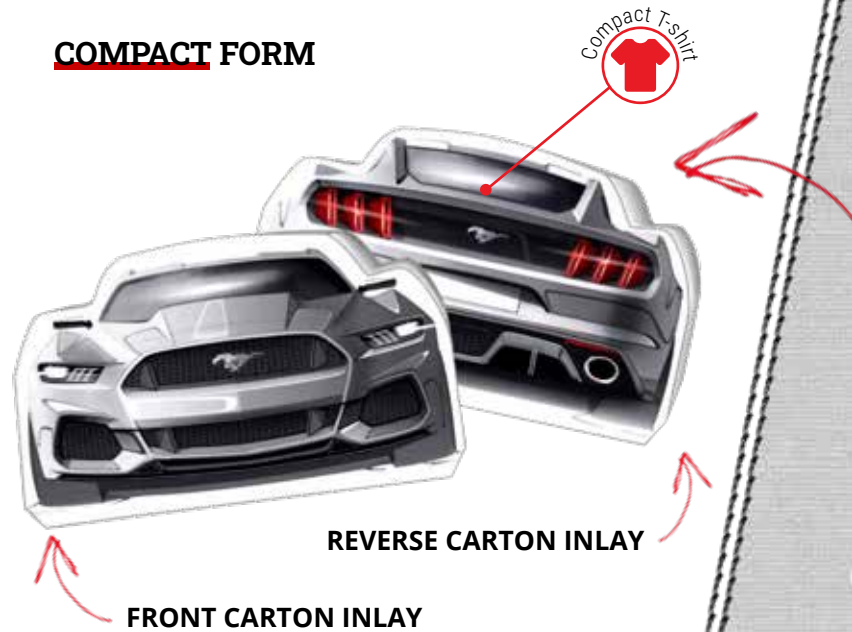
2. WET



3. IRON

Open. Place in water. Iron inside out.

COMPACT FORM



REVERSE CARTON INLAY

FRONT CARTON INLAY

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



EXAMPLE

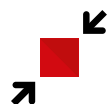
T-shirts and Towels are favourite items when it comes to promotional gifts – they're highly visible and long lasting. And with the ability to press them into any shape we can double your marketing reach at the flick of switch. You get long lasting publicity and the immediacy of the compact item is remembered and talked about too. **And to add even more value, you can combine the compact items with Creative Garment Packaging.**

Because they are so long lasting, Compact Textiles are amazingly good value as promotional tools.

With Compact Textiles, once you have chosen the shape, the items are compressed and packaged. Front and back inlays carry images of your product and your promotional message; the item is shrink wrapped and it's ready for shipping.



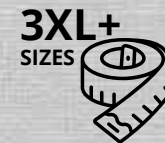
WITH ECO-FRIENDLY
CARTON INSERTS



AND
SHRINK WRAPPING



100% COTTON



30+
COLOURS





COMPACT TEXTILES

ARE

AMAZINGLY

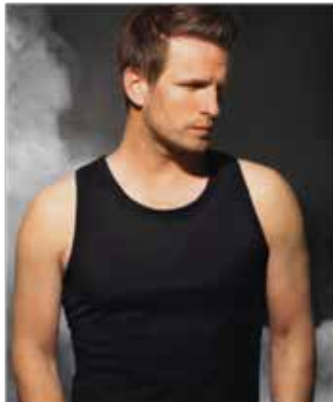
GOOD VALUE
AS PROMOTIONAL TOOLS

Original
Compact
Textiles





Original
Compact
Textiles



COMPACT CLOTHING AND COMPACT TEXTILES FROM KINGLY

- ✓ HIGH IMMEDIATE IMPACT
- ✓ MEMORABLE - REALLY GETS PEOPLE TALKING
- ✓ ADDS VALUE AND INDIVIDUALITY TO YOUR BRAND
- ✓ COST EFFECTIVE AND AFFORDABLE
- ✓ EASY TO DISTRIBUTE





THE ORIGINAL COMPACT T-SHIRTS

T-shirts are ideal as promotional products or gifts. People love to 'wear' their favourite products and because T-shirts from Kingly are well made, people love to wear these T-shirts too. Their promotional value lasts for years. Sometimes they're known as 'expanding' T-shirts: because it's amazing to see them expand and take on their unpackaged form!



1. OPEN



2. WET



3. IRON

Open. Place in water. Iron inside out.



COMPACT FORM

CUSTOM DESIGN



100% COTTON

3XL+
SIZES



30+
COLOURS



THE ORIGINAL COMPACT T-SHIRTS

Take a good quality T-shirt, printed with your logo or image of your product. Choose the custom shape you want and decide on your insert designs too. Leave the rest to us - we'll compress the shirt into the right shape, make sure the inlays are placed front and back and shrink wrap it. The shirt that used to need bulky bags now fits in the palm of your hand. Great to give, great to receive.



1. OPEN



2. WET



3. IRON

Open. Place in water. Iron inside out.



COMPACT FORM

CUSTOM DESIGN



100% COTTON

3XL+
SIZES



30+
COLOURS



COMPACT T-SHIRTS ARE:

- ✔ A COST EFFECTIVE AND ORIGINAL WAY TO BREATHE NEW LIFE INTO A MARKETING CAMPAIGN.
- ✔ A GREAT WAY TO LAUNCH A NEW PRODUCT. THEY ADD VALUE TO YOUR BRAND.
- ✔ A MEMORABLE WAY TO RECOGNISE CUSTOMER LOYALTY





THE KINGLY T-SHIRT RANGE



CLASSIC WHITE



CLASSIC BLACK

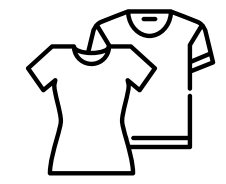
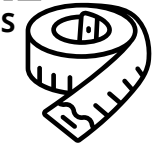


CUSTOM COLOURS

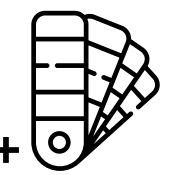


100% COTTON

3XL+ SIZES



30+ COLOURS



150 / 180 gsm weights

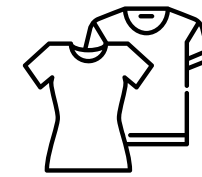
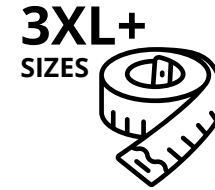
- | | | | | | | | | | |
|---|---|---|---|--|--|--|--|--|--|
|  WHITE |  NATURAL |  BLACK |  SPORT GREY |  DARK GREY |  NAVY |  LIGHT NAVY |  NAVY BLUE |  ROYAL BLUE |  COBALT BLUE |
|  ELECTRIC BLUE |  AZURE |  ATOLL |  DENIM |  SKY BLUE |  DIVA BLUE |  RADIANT PURPLE |  URBAN PURPLE |  RED |  DEEP RED |
|  FIRE RED |  ORANGE |  FUCHSIA |  MILLENNIAL PINK |  BURGUNDY |  ORCHID GREEN |  KELLY GREEN |  BOTTLE GREEN |  TURQUOISE |  AND MANY OTHERS |



THE KINGLY T-SHIRT RANGE

We can compress all styles of T-shirts to include athletic vest, short/long sleeve, raglan etc.

THERE ARE NO LIMITS WITH KINGLY.



We compress all sizes of T-shirts from kids through to 3XL!

ORGANIC COTTON T-SHIRTS ALSO AVAILABLE.

150 / 180 gsm weights



COMPACT TOWELS ANOTHER POWERFUL MARKETING TOOL

Original
Compact
Textiles





TOWEL INFO:

SIZE: 30x50; 50x100; 70x140 cm

QUALITY: 400; 450; 500 g/m2

MOQ: from 100 pcs

COMPOSITION: 100% Cotton,
Single yarn



1. OPEN 2. WET
Open. Place in water.



COMPACT FORM

THE ORIGINAL COMPACT TOWELS

Our compact towels are jacquard woven, embroidered or printed border towels, compressed into your custom compact shape. Printed inlays are added front and back to show the product, advertising or other marketing message, then it's shrink wrapped.



CUSTOM DESIGN



TOWEL INFO:

SIZE: 30x50 cm

QUALITY: 450 g/m2

MOQ: from 100 pcs

**COMPOSITION: 100% Cotton,
Single yarn**



1. OPEN 2. WET

Open. Place in water.

COMPACT FORM



CUSTOM DESIGN



**FULL
COLOUR
PRINTED
BORDER**

THE ORIGINAL COMPACT TOWELS

Like T-shirts, towels are a powerful marketing tool – they're great to receive and they are used repeatedly over a long time. What better way to get your message out there again and again at the beach, poolside or in the gym – or even at home?

COMPACT TOWELS ARE:

- IDEAL TO MAGNIFY YOUR MARKET PRESENCE**
- PERFECT FOR LAUNCHING A NEW PRODUCT, ESPECIALLY ONE LINKED WITH SPORTS OR LEISURE**
- GREAT FOR (POST-COVID) CONVENTIONS**
- A GREAT WAY TO ENSURE RECOGNITION BY NEW CUSTOMERS**





THE KINGLY TOWEL RANGE



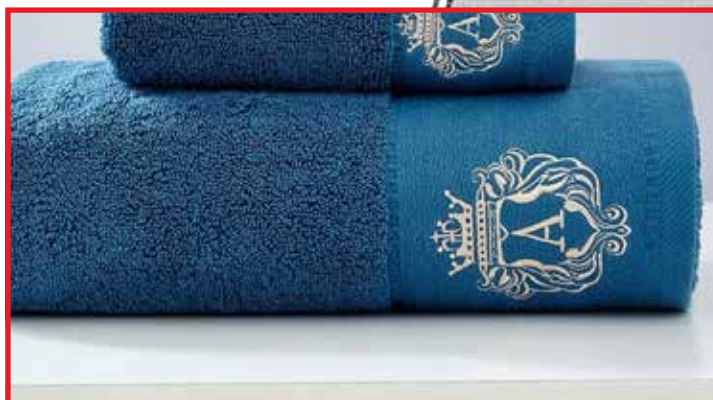
PRINTED BORDER



WOVEN BORDER



JACQUARD WOVEN



EMBROIDERED

- ✔ KINGLY HAS A STUNNING RANGE OF TOWELS INCLUDING JACQUARD WOVEN, EMBROIDERED, AND PRINTED.
- ✔ OUR TOWELS DELIVER A GREAT COMBINATION OF QUALITY AND VALUE FOR MONEY. YOU CAN FIND OUT MORE, [HERE](#)



COTTON

DIFFERENT SIZES



MANY COLOURS





**TO LIVE LONG:
KEEP A COOL HEAD
AND
WARM
FEET.**

Original
Compact
Textiles



KINGLY SOCKS

Kingly is famous for its wide range of socks and its dynamic design process.

From 'invisible' and low-cut socks, from sports socks to winter socks, and from work socks to knee-high, we have unrivalled design and production capabilities.

Find out more at WWW.WEAREKINGLY.COM

THE ORIGINAL COMPACT SOCKS

Socks – Kingly is a market leader – are the perfect personal or promotional gift. They compress well and the socks themselves can be knitted with your logo, colours or a simple message. And like T-shirts and Towels, they are multi-use items. As a result, they are remarkably effective as a promotional and marketing tool. Plus, our socks are so comfortable, they'll quickly become firm favourites!

Talk to us about the design details and what you'd like the packaging to be like – we'll take care of the rest.



1. OPEN



2. WET

Open. Place in water.

COMPACT FORM



CUSTOM DESIGN

AND SHRINK WRAPPING



WITH ECO-FRIENDLY CARTON INSERTS

100% RECUPERATION

100% TRACEABILITY



CHOOSE, BETWEEN **CONVENTIONAL, ORGANIC OR UPCYCLED COTTON!**



100%
TRACEABILITY



THE ORIGINAL COMPACT SOCKS

Talk to us about the design details and what you'd like the packaging to be like - we'll take care of the rest.

COMPACT FORM



CHOOSE, BETWEEN
**CONVENTIONAL,
ORGANIC OR
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CUSTOM DESIGN

AND
SHRINK WRAPPING



WITH ECO-FRIENDLY
CARTON INSERTS



1. OPEN



2. WET

Open. Place in water.

100% RECUPERATION



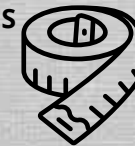
OTHER COMPACT TEXTILES

We can supply many other textile products that can be compressed into your chosen compact form. They can be distributed on their own or in additional **Creative Garment Packaging**

- ✔ KITCHEN APRONS
- ✔ TOTE BAGS
- ✔ TEA TOWELS ARE A FAVOURITE
- ✔ BABY BIBS
- ✔ UNDERWEAR



DIFFERENT SIZES



MANY COLOURS





WHERE
IDEAS
TAKE
SHAPE

Original
Compact
Textiles



CUSTOM SHAPES FOR COMPACT TEXTILES

Our compact textiles can be designed into a wide variety of popular shapes. Over 100 are available and new shapes can be commissioned. If your product and brand already has a distinctive shape, it makes sense to use that. Other shapes can be winners too – keeping the T-shirt or Towel nice and slim like a DVD case

means it will go through a letter box. You can even turn one of the inlays into a postcard with your personalized message. Or dress up your product in a variety of well recognised shapes – drinks bottles, mobile phones or a supersized memory stick will be more than enough to grab attention.





T-Shirt shape for kids



T-shirt for adult sizes



Christmas Tree



Round small



Round large



Rectangle



Rectangle



Mustard



Brake pads



Four leaf clover



Truck and trailer



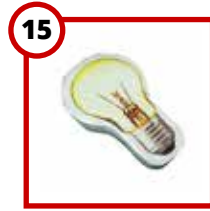
Car



Bus



Post it T-shirt



Light bulb



Can



Beer can



Square



Apple



Barrel drum



Bone



Shield



Custom bottle



Custom bottle



Custom bottle



Custom shape



Ellipse



Heart



Bell



**CUSTOM SHAPES
ADD VALUE TO A
BRAND**



**FULL
LIST OF
SHAPES**



CREATIVE GARMENT PACKAGING

Packaging used to be a problem. What could you do when your goods had to go in a box and brown paper? No glamour there!

At Kingly we've pioneered a solution powered by imagination and a fantastic design team: **Creative Garment Packaging.**



BOX PACKAGING



COMPACT FORM



1. OPEN 2. WET 3. IRON
Open. Place in water. Iron inside out.



COMPACT FORM



1. OPEN 2. WET 3. IRON
Open. Place in water. Iron inside out.



CREATIVE GARMENT PACKAGING

Quite simply, you can package your goods in any form. You can disguise or amplify the contents. **This works perfectly with Compact Textiles.** Box up your towel like a pizza, wrap up your T-shirt like a fine French cheese or present your socks as a bar of Swiss chocolate...

No more boring bags or boxes (leave that to your competitors).
With Creative Garment Packaging you can add real value to your promotion.





CREATIVE GARMENT PACKAGING

- ✓ MAKE A LASTING IMPACT WITH SOMETHING DIFFERENT
- ✓ THE PACKAGING AND COMPACT TEXTILES WILL BE TRULY MEMORABLE, ESPECIALLY TOGETHER
- ✓ THE RECIPIENT WILL NOTICE THAT YOU MADE AN EXTRA EFFORT - THAT'S OFTEN ENOUGH TO MAKE THE REAL DIFFERENCE
- ✓ IT WILL MAKE THEM THINK, ABOUT YOU.
- ✓ COST EFFECTIVE AND VALUE FOR MONEY





SPECIAL EVENTS

A carefully chosen product sent to the right people at the right time can have a powerful effect.

Help celebrate Christmas, Hanukkah, Diwali or Eid al-Fitr; make the most of Mothers' Day, Fathers' Day and local celebrations. When a T-shirt can become a postcard, why miss the opportunity to send a message of goodwill and happiness?





NO COMPROMISE ON QUALITY

Kingly means quality. Our reputation depends on it. So you can trust Kingly to deliver great products and an excellent service every single time.

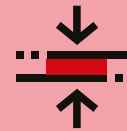
Attention to detail is paramount. We take great care when producing and packaging our compact textiles.



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



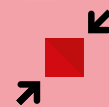
BRANDING / PRINTING We guarantee faithful reproduction of design and colour.



COMPRESSION Textiles are compressed to be flat and rigid - they are robust for shipping but return easily to their natural shape.



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



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



RECYCLED 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 standards are met.



ISO 9001



ISO 44001:2018



ISO 14001:2015



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.



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.



COMPACT FORM



1. OPEN

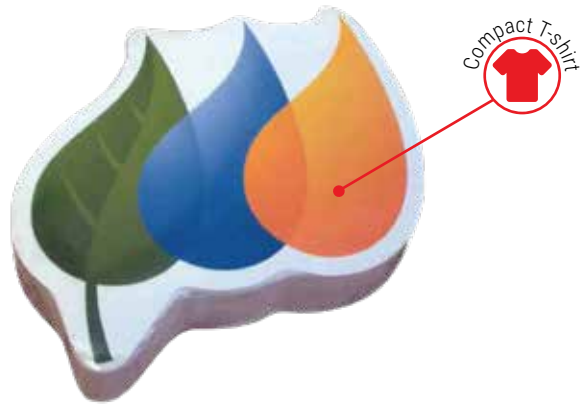


2. WET



3. IRON

Open. Place in water. Iron inside out.



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.



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.



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.



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.



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.





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.



Google

They decided to send gifts to their employees and collaborators as a 'Thank you' at various occasions throughout the year. While searching for a suitable gift to send to valued customers, they came across knitted socks, "The standard of knitting was another 'tick in the box' and the outcome of the promotions was a resounding success" as commented by Google.

Since then, Kingly have knitted over 40 unique Google socks designs for distribution worldwide and this trend has continued.

Benefits? They were ecstatic with the result of the knitting quality and awesome designs. Competitively priced, exclusive custom knitted designs, easy to distribute, adding value to the brand.



SILVERTON CASINO LAS VEGAS

They were on the lookout for an exciting and engaging promotional product that could grab the attention of their customers. They chose to use socks but wanted a special package to add value and surprise. The result was a pair of custom mid-calf socks placed inside a recycled branded tin, with a stylish ring pull lid.

Benefits? MASSIVE! Everybody wanted one and it was no surprise that the event was a resounding success. Long after the event was over lucky customers are remembering those amazing socks. Anyone who spotted someone wearing these socks was green with envy!



WHY CHOOSE KINGLY?



- ✓ Great value for money – cheapest prices worldwide*
- ✓ Fabulous quality goods, consistently – rigorous quality control systems
- ✓ Excellent Customer Service
- ✓ Fast turn round – quickest in industry, from **12 working days**
- ✓ Market Leader – over 80% market share in Europe**
- ✓ Expertise based on experience and investment – **20 years' experience and regular investment in machinery and technology.**
- ✓ Free delivery within the EU
- ✓ 100% delighted customers – 

* CHEAPEST PRICES IN EUROPE BASED ON THE QUALITY / WEIGHT OF GARMENT USED AND THE FINAL LANDED PRICE.

** MARKET LEADER SINCE SEPTEMBER 2013. SOURCE, SOURCING CITY.



PLEASE REQUEST FREE SAMPLES



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