



**POOSHHEL**  
embrace the nature

**We created Pooshel** in the first year of the 15th century and in the 34th Yazd group.

In an era of advancing technology and constant global change, it is believed and continues to be believed that attention should be paid to both the design and functionality of products, as well as their purpose and mission.

We are responsible not only for our products but also for our customers' awareness. What you will notice in the product design is simplicity and limited variation, reflecting our focus on the product's nature, its purpose, and the needs of our customers.





# 1” VISCOSE

Wearable bath towel

Pool towel

Hand towel

Hair towel

# 2” WOOLEN

Double setting bed

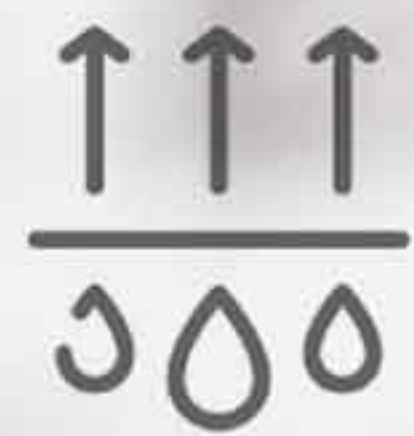


# 1” VISCOSE PRODUCTS



Viscose fabric is derived from various plants such as eucalyptus, pine, spruce, and others. In some resources, it is also known as rayon fabric. The production process begins with the creation of a pulp from raw materials, which is then processed further to produce viscose fibre. This fibre is used to create a wide range of textiles. Viscose fibres have a natural origin and are skin-friendly, making them suitable for sensitive skin. This is why they are popular in the textile industry, as their softness and gentle feel appeal to many buyers.





### Excellent humidity absorption

The standout feature of viscose textile that makes it an excellent choice for premium bathroom products is its exceptional water and humidity absorption capability. Viscose textiles can absorb up to 400 percent of their weight in humidity. Moreover, these products dry at a faster rate compared to other materials commonly used for bath products.



### Organic origins

Viscose textile, unlike synthetic products derived from oil-based materials commonly found in the textile industry, is sourced from natural materials such as beechwood, pine, eucalyptus, spruce, or bamboo. Through its production cycle, these fibres are transformed into viscose textile, resulting in eco-friendly textiles with a natural origin.



### Skin-friendly fibre

Certain products, particularly those designed for direct skin contact like clothing, demand careful consideration when selecting the appropriate fibre. Viscose stands out as an exceptional choice due to its excellent compatibility with various skin types, making it an ideal option for such purposes.



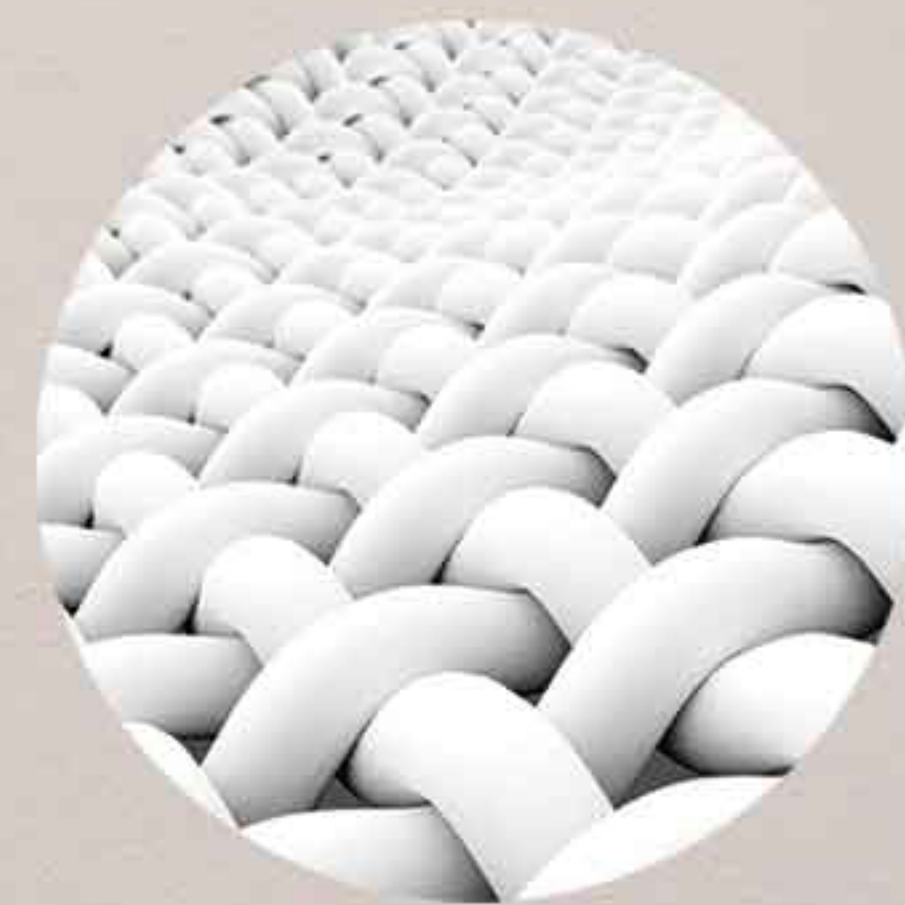
# TERRY & VISCOSE TOWELS

## Exploring towel textiles

Towels, which are made from fabric, can be categorised into two main groups: terry towels and Turkish towels.

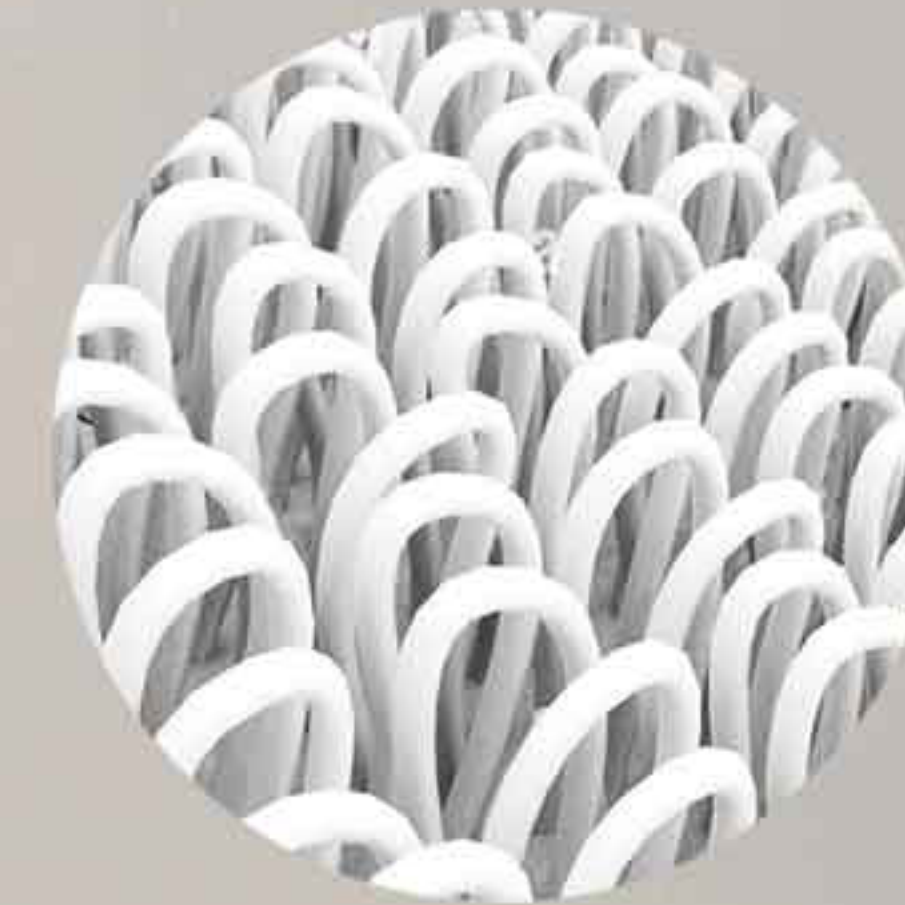
Terry towels are typically larger in volume, featuring loops on their surface that are not cut, allowing them to absorb water more effectively. This characteristic enhances their volume and water-absorption capacity.

### Turkish cotton



	HIGH	LOW
Dryness rate	<input checked="" type="radio"/>	<input type="radio"/>
Air circulation	<input checked="" type="radio"/>	<input type="radio"/>
Towel volume	<input type="radio"/>	<input checked="" type="radio"/>
Towel weight	<input type="radio"/>	<input checked="" type="radio"/>

### Terry



	HIGH	LOW
Dryness rate	<input type="radio"/>	<input checked="" type="radio"/>
Air circulation	<input type="radio"/>	<input checked="" type="radio"/>
Towel volume	<input checked="" type="radio"/>	<input type="radio"/>
Towel weight	<input checked="" type="radio"/>	<input type="radio"/>





# ROBE DE CHAMBRE

In our "robe de chambre" collection, we prioritise not only moisture absorption and quick drying but also comfort and aesthetic appeal. Our range of bathrobe towels is designed to provide maximum comfort and a delightful user experience. Furthermore, durability for long-term usage is at the forefront of our product development process.







# ROBE de CHAMBRE

## SIZE GUIDE

Size Guide dimensions are in cm

	S	M	L	XL
A	104	120	130	139
B	52	54	60	66
C	94	98	110	122
D	52	56	60	62

Size Guide dimensions are in Inch

	S	M	L	XL
A	41"	47.2"	51.2"	54.7"
B	20.4"	21.2"	23.6"	26"
C	37"	38.5"	43"	48"
D	20.4"	22"	23.6"	24.4"





## POOL TOWEL

A pool towel is typically made from cotton, viscose, polyester, or a blend of these materials, each offering varying levels of absorption. While larger in size compared to hand and face towels, pool towels are designed to be easily portable and fit into pool bags. Moreover, there are no age restrictions; both children and adults can enjoy the comfort and convenience of using them.

W	H
160	110

W	H
63"	43.3"





## HAND TOWEL

In most households and workplaces, a hand towel is a staple item, serving multiple purposes. Not only is it perfect for drying hands and faces, but it is also a convenient option for drying babies after a bath. Considering its varied uses and long-term durability, fast moisture absorption and quick drying are essential features. At Pooshel, we have addressed this need by incorporating a dual-layer textile design in our hand towels. This innovation significantly enhances speed and water absorption capacity compared to similar products on the market

W	H
75	35

W	H
29"	14"









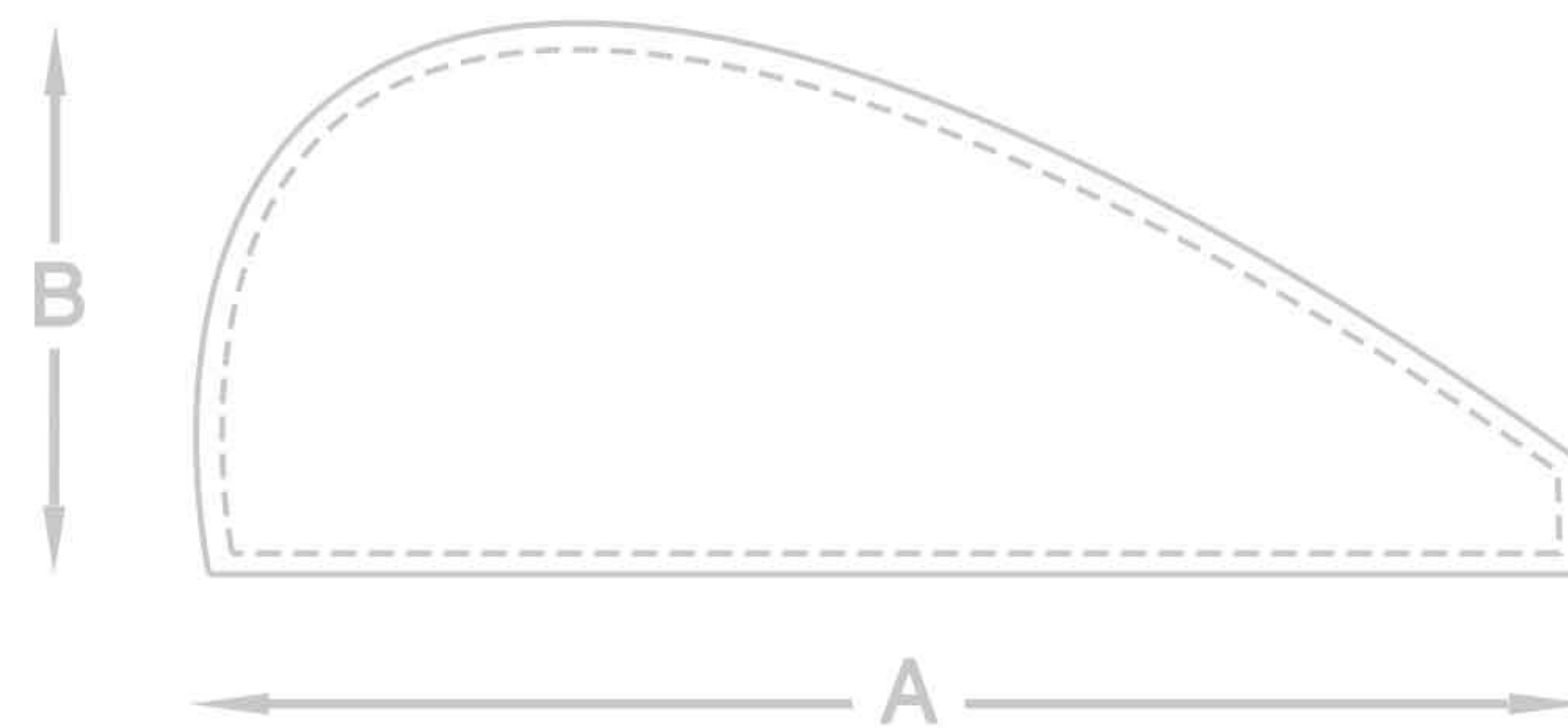


## HAIR TOWEL

For those people who have long hair, the hair towel can be a practical and appropriate option to dry it as quickly as possible after bathing by absorbing moisture from the hair.







# HAIR TOWEL DIMENSION

Dimensions are in cm

A	B
32	72

Dimensions are in Inch

A	B
12.6"	28.3"





SP-P01  
Single pack

packaging material:  
compressed cardboard/ metal covers  
suitable for robe de chambre/ pool towel.  
and a gift scent candle and carrying bag for towel.





SP-P03  
Family collection

packaging material:  
wooden body, 6mm thickness.

Suitable for: robe de chambre towel/pool towel/hand towel.  
with additional leather marker for family members



# POOSHEL TOWEL SET

family collection







SP-P04  
Family collection

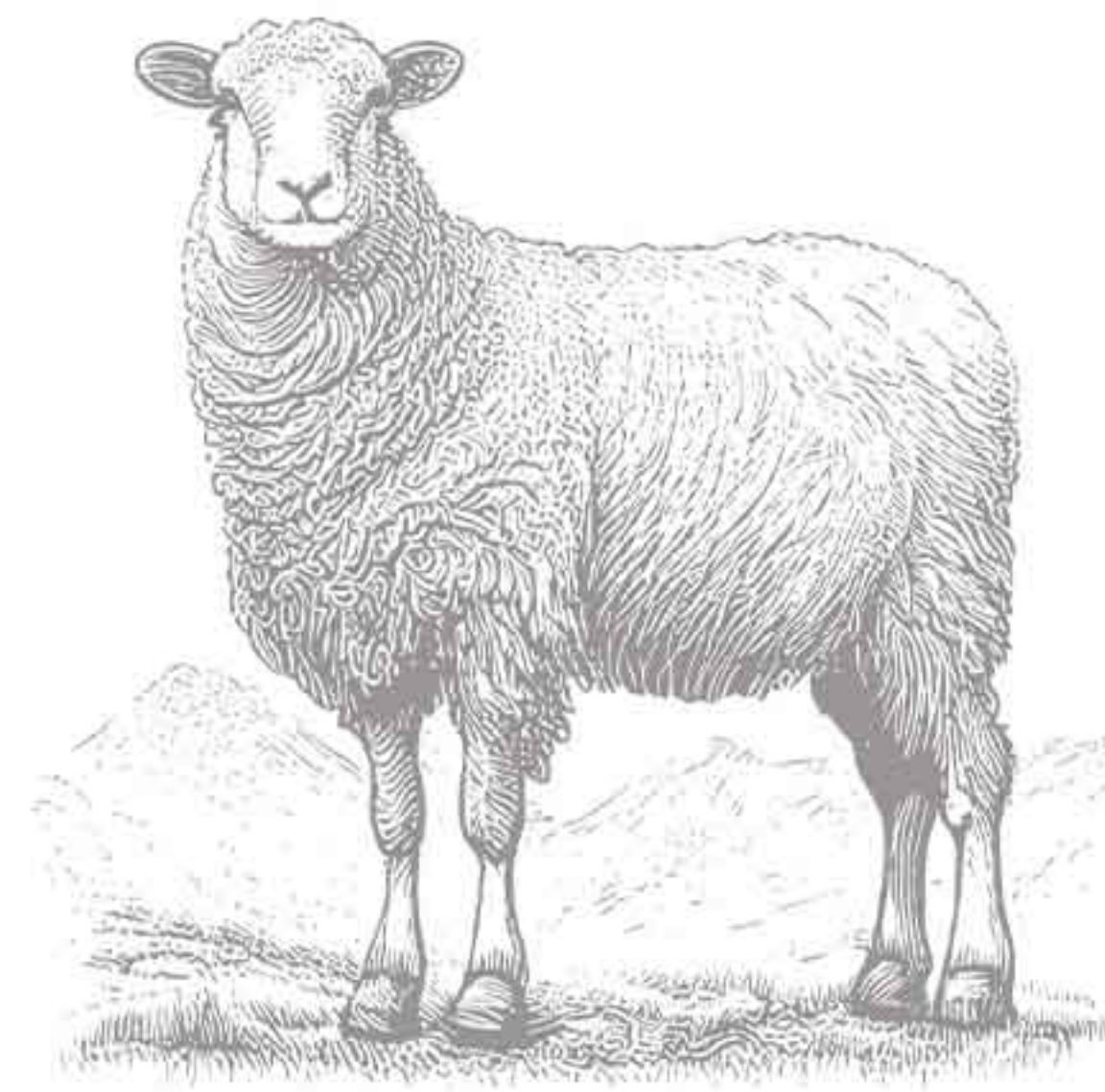
packaging material:

Fabric with cotton handle

Suitable for: robe de chambre towel/pool towel/hand towel.  
with additional leather marker for family members



# 2” WOOLEN PRODUCTS



A quilt made of wool possesses unique characteristics compared to those made of other materials. However, in our market, it's rare to find Woolen quilts that are truly devoid of synthetic blends. At Pooshel, our philosophy is rooted in the production of high-quality, natural products. Our quilts are crafted with 100% natural wool, and it is our commitment to maintain the authenticity of our production line by never compromising on the percentage of wool in our products.



## Temperature regulation

Since the 1940s, insulation coverings have been ranked on a scale from 1 to 15. Quilts undergoing testing are labelled accordingly to indicate their insulation level.

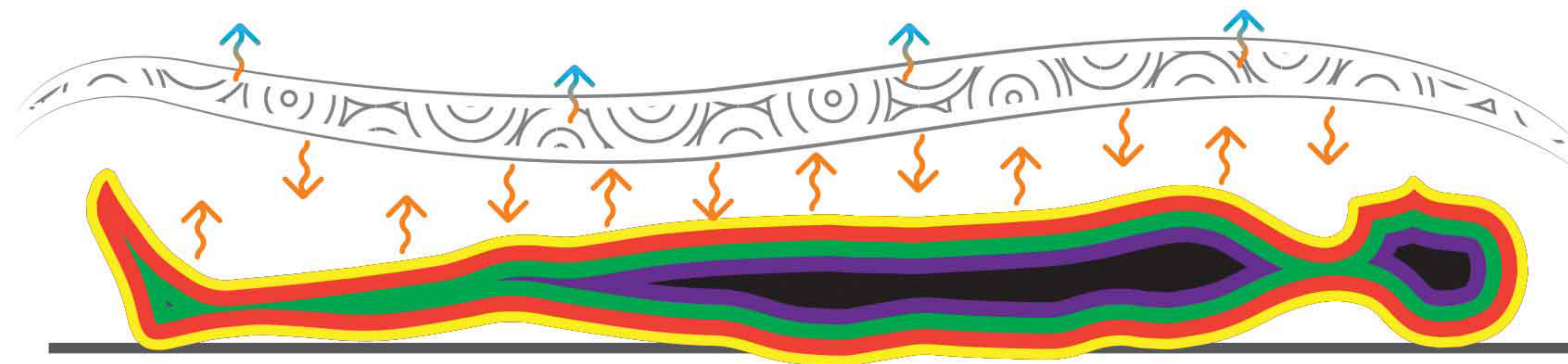
This number indicates the level of insulation provided by the quilt against heat. A higher number signifies a warmer quilt, while a lower number suggests a cooler and lighter quilt. Quilts typically used fall within the range of scores 4 to 5.

The thickness of the quilt does not necessarily determine its warmth. The effectiveness of insulation depends on the material used in the quilt. For instance, synthetic quilts are often thicker and heavier than wool quilts, yet they may provide the same level of warmth as wool quilts and the most significant factor in improving sleep quality is that wool not only acts as temperature insulation, maintaining a comfortable level of warmth, but also prevents excessive temperature rise.

This is a unique aspect of quilt textiles that sets them apart from other fabrics. When you feel cold, wool textiles trap air and create a layer of insulation. However, when you start sweating, wool helps wick away moisture, promoting natural cooling. Synthetic textiles and feathers tend to trap warm, humid air, creating a humid environment that can increase body temperature. In contrast, wool regulates temperature within specific and noticeable intervals.

Therefore, our quilts provide a guaranteed estimation of temperature regulation within specific intervals.

As you feel warm in bed, the quilt at the beginning of this interval (for air particles with lower temperatures) acts as insulation. Conversely, as you feel cold, the quilt at the other end of the interval (for air particles with higher temperatures) performs the same function. This ideal mechanism preserves a stable temperature throughout the peaceful night.







We recognise that all human beings are not alike. What may be suitable for one person during sleep may not necessarily be appropriate for another. Some people sleep warmly, while others sleep coldly. Some may feel freezing during winter and boiling during summer, while others may not have a specific reaction to temperature at all.

At Pooshel, we try to cater to all individual preferences with our three different products covering all intervals of sleeping habits.





## Comfortable washing

When washing wool, humidity, heat, and agitation can often cause felting.

This occurs due to the textile structure, wherein small, microscopic hooks, or fibres on the textile surface interlock with each other, resulting in the wool textile becoming stiff.

While this property is incredibly useful for producing thick Woolen felt, it is not suitable for clothing and quilts. Since Woolen clothes, suits, and trousers cannot be washed in a washing machine, the same applies to Woolen quilts. However, the cotton cover of the quilt can be washed regularly without any issues, reducing the need to wash the quilt itself throughout the year. Washing the quilt cover helps keep the cotton surface clean and beautiful.

Understanding which wool textiles naturally maintain high levels of cleanliness and have self-cleaning properties is important.

Wool can tolerate up to 30% humidity absorption, reducing the likelihood of fungi, bacteria, and microorganism growth. This enables wool to absorb humidity in humid weather and release it in dry conditions, maintaining the sheep's dryness and promoting their health.

Therefore, the best way to maintain the quilt is through a simple method: allowing it to air out on a day with minimal dust. That's all it takes.





## Anti allergic

The first point to mention is that medically speaking, something that is completely allergy-free does not exist, and the term "anti-allergic" is often used in marketing campaigns rather than being medically based. Those who have allergies to wool are allergic to lanolin, an oil found in wool that is often extracted and used in hand, face, and lip creams.

Allergy to lanolin typically triggers a dermal reaction, whereas wool and lanolin rarely cause respiratory reactions. Wool, in fact, is naturally hypoallergenic. Lanolin, found in wool, is a valuable ingredient used in various makeup products.

Finally, it is important to mention that the wool used in our quilts is lanolin-free. Lanolin is removed during the washing process. However, it was important to discuss this topic with you.

This is a key point: wool textiles have evolved over centuries to keep sheep healthy and safe, regardless of climate conditions. Sheep are resilient animals that live outdoors throughout their lives, and this ability is largely due to their wool.

Wool has the unique ability to absorb or release humidity as needed, creating a dry environment that protects against fungi, bacteria, and other harmful microorganisms.





## **Bio-degradable**

Unlike synthetic textiles which are produced from hydrocarbons. Synthetic textiles are based on petrochemicals and are manufactured in refineries, contributing to harmful environmental impacts. In contrast, wool is produced by nature in a sustainable cycle for animals, where it is harvested from the sheep's body.

In fact, harvesting wool from sheep is not only harmless but also beneficial.

The textile itself does not cause harm or pollution to the environment, as it is produced by nature and will naturally degrade in the environment. The specific colours and rare dark spots in the textile indicate that no chemicals are used in the manufacturing process for whitening or softening, ensuring the final product is produced in its natural state.



## Pooshel Quilt

The quilt is made of two main parts:

### Cover

Cover Cloth Made from 100% cotton thread sourced from farm cotton in Uzbekistan. The spinning system utilises ring spinning to reduce fluffing and increase softness compared to others.



### Middle Layer

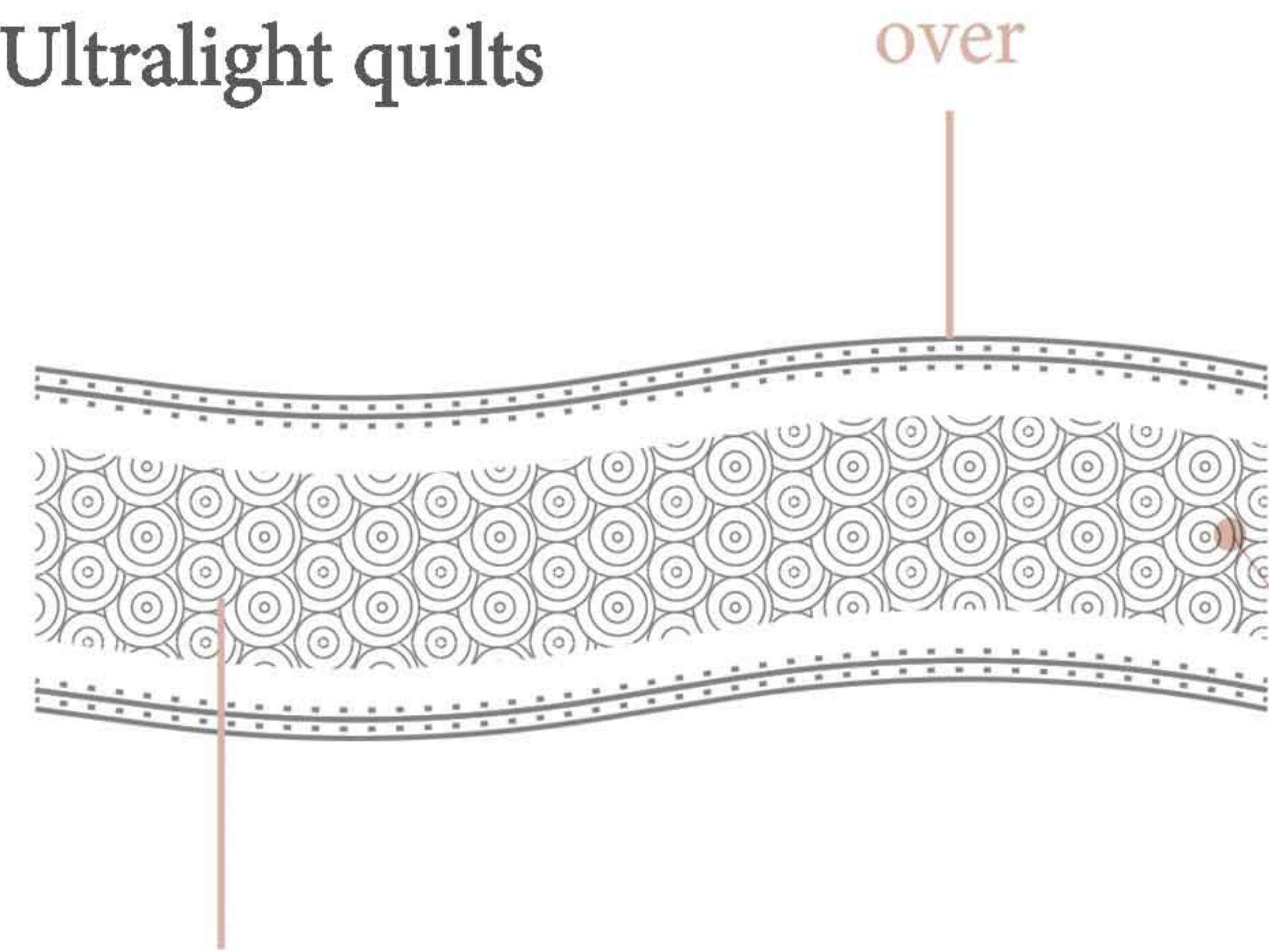
100% washing wool sourced from sheep in Zabol and Sabisheh, without any odour. After machine washing, the wool is needle-punched to create a single-layered structure.




POOSHEL  
Products Packing



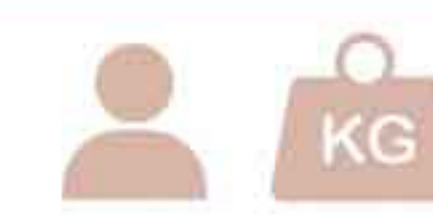
### Ultralight quilts



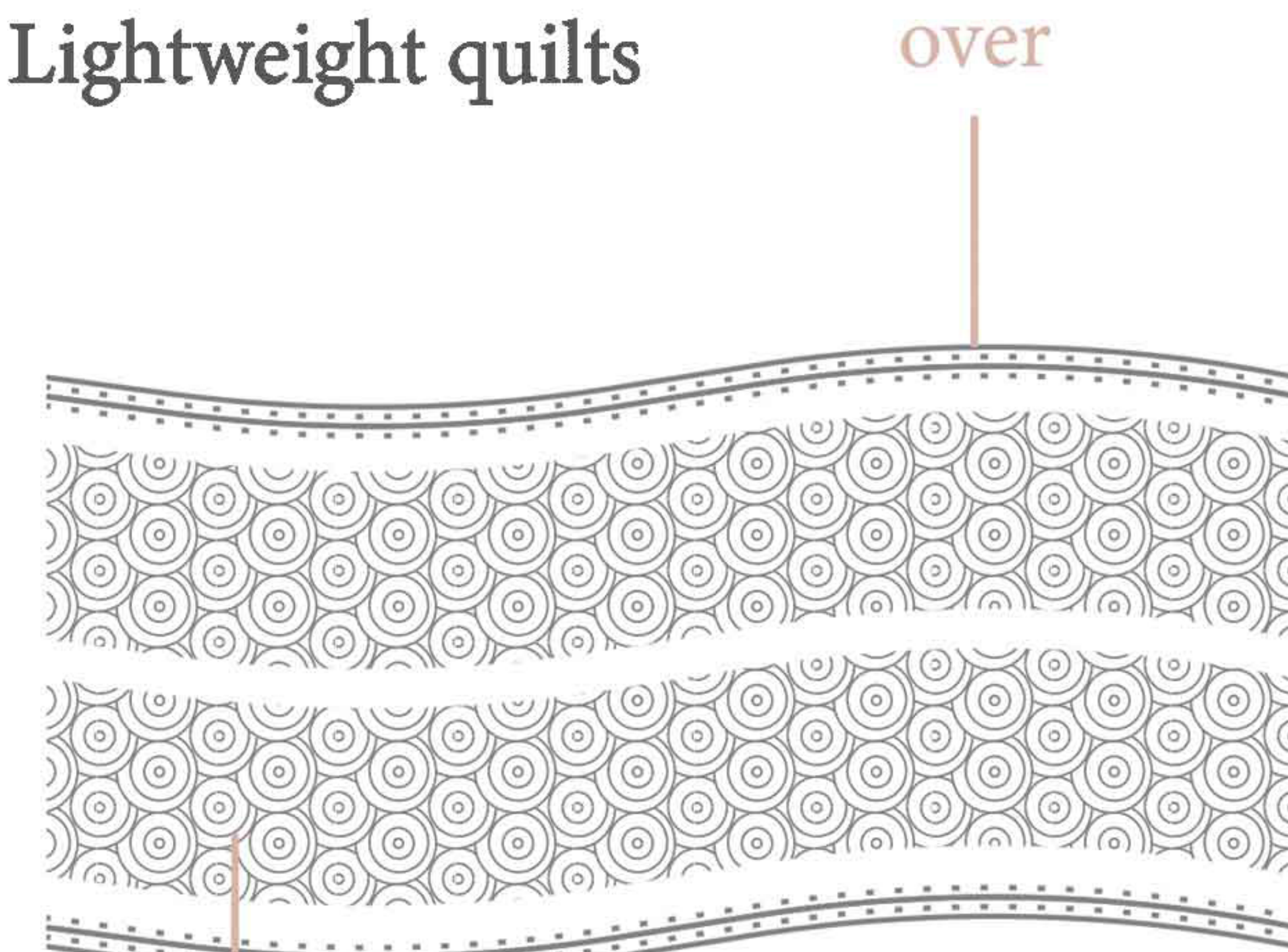
Middle layer

 2.05 kg  



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 1.65 kg

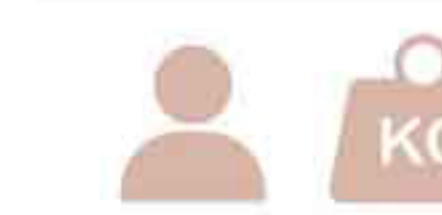
### Lightweight quilts



Middle layer

 2.8 kg  


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 1.7 kg

### Each square meter weighs 160 grams

In the light quilt, two middle layers are used, while in the super-light quilt, only one middle layer is used.

Weight of light quilt:

Two people size (220 x 220 cm): 2800 grams

One person size (220 x 160 cm): 1700 grams

super light quilt

two people weighs 2050 grams.

single person weighs 1650 grams.







## BASIC

Single & Couple size

- 100% cotton satin fabric
- 100% wool 2 layers
- packing



## STANDARD

Single & Couple size

- 100% cotton satin fabric
- 100% wool 2 layers
- 100% cotton cover
- packing



## PREMIUM

Single & Couple size

- 100% cotton satin fabric
- 100% wool 2 layers
- 100% cotton cover
- 100% cotton bed cover
- 100% cotton pillowcase
- packing









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