

BEECH

BRAND BOOK 2018



+BEECH

NOT YOUR AVERAGE TOWEL

Beech was created in California by like-minded surfer/friends looking to improve both the functionality and style of a towel. We were tired of towels smelling after a couple of surf sessions, and knew we could do better with a towel. We wanted a towel that could prevent odor everyday.

After a couple of years of research, talking to lots of scientist, we formulated the perfect solution.

BEECH SHIELD

Beech Shield is a unique earth friendly antimicrobial technology that helps prevent the growth of a wide array of bacteria, fungi, mold, mildew and algae.

We did such a good job formulating our technology that in a 24 hour lab test it eliminated the staph MRSA 99%

FLAG STORY

We designed Beech Towel to be the flag that represents what you stand for. Our goal is to create something for everyone. Wave your flag ! What do you stand for ?



BEECH CREATIVE CAST

AND CO-FOUNDERS



JJ WESSELS



CREATIVE DIRECTOR / AMBASSADOR

SCOTTY STOPNIK



BRAND AMBASSADOR / CREATIVE

NATE YEOMANS

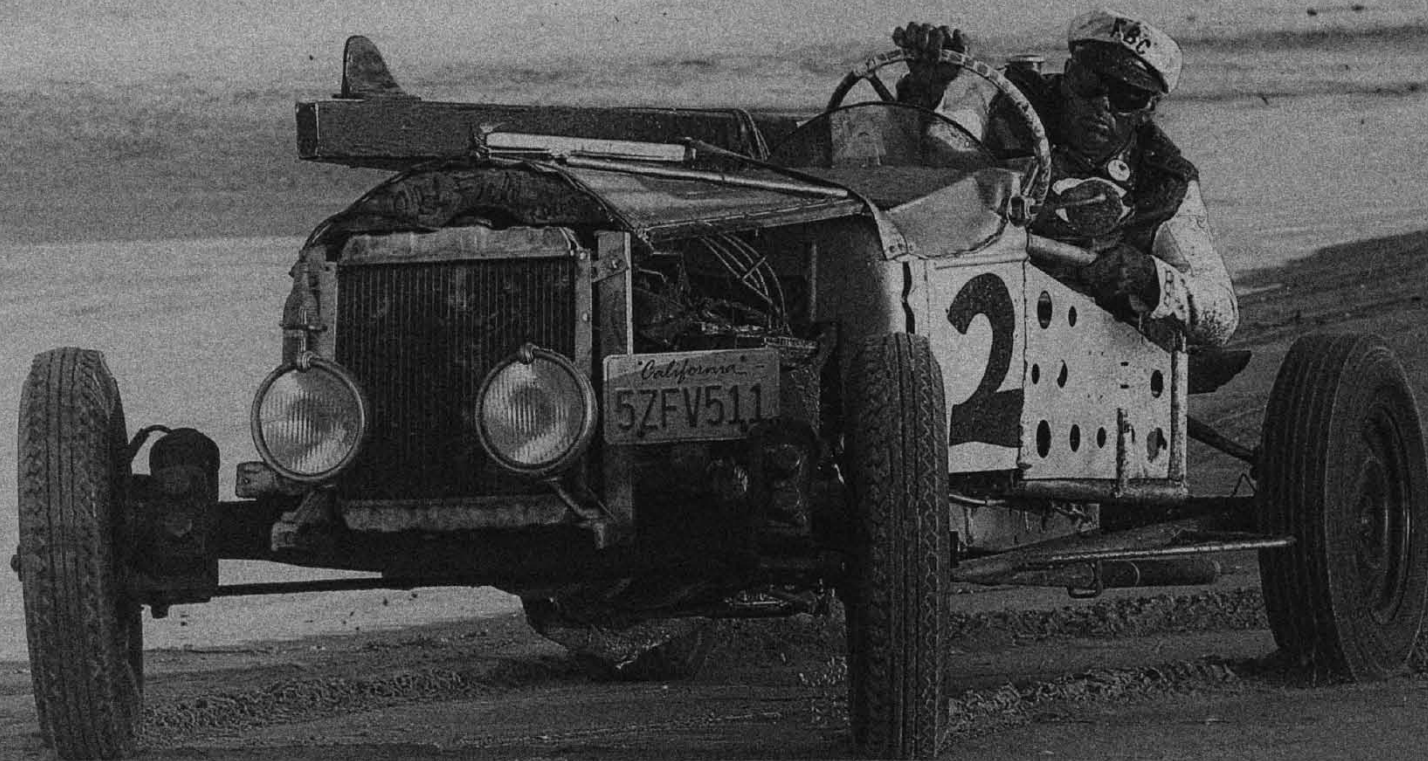


BRAND AMBASSADOR / MARKETING

ZECH HANK RENTERIA



DESIGN DIRECTOR



BRIAN BENT

#HASHTAGS

#NOTYOURAVERAGETOWEL

What does your towel do for you ? Beech towels help prevent the growth of a wide array of bacteria, fungi, mold, mildew, algae and staph. At the beach, pool, gym, or any kind of fitness and training, feel safer knowing your towel has a technology with benefits.

Not all towels are created equal.

#BEECHBOUND

How do you get to the beach ?

Hot rod, van, truck, skateboarding, walking or running.

Our goal is to get there, and how is an extension of your creative expression.



NATE YEOMANS

A CALIFORNIA BRAND

Beech was created in Southern California by like-minded surfer/friends looking to improve both the functionality and style of a towel.

Beech represents the SoCal lifestyle, where we grew up. Our towel designs and inspiration come from our own backyard not trends.

We spend a lot of time at the beach, and were tired of our beach towels smelling after a couple of surf sessions or days at the beach. We knew we could do better with a towel. We wanted a towel that could prevent odor everyday.

After a couple of years of research, talking to lots of scientist, we formulated the perfect solution we call Beech Shield, which prevents the growth of bacteria and other odor causing germs.

Not Your Average Towel







**BEECH
SHIELD**

BACTERIA FREE & EARTH FRIENDLY

All Beech towels are treated with Beech Shield, our proprietary earth friendly antimicrobial technology that helps prevent the growth on a wide array of bacteria, fungi, mold, and mildew. Wash less, save energy because Beech Shield helps to protect and keep your towel smelling better. Not your average towel.

BEECH CLASSIC

100% COTTON WATER BASE PRINT

CHECKERS



DAZZLE STRIPE



CA FLAG



SAN JUAN



BEECH CLASSIC

100% COTTON WATER BASE PRINT

WOODLAND



LEOPARD



TWO THOUSAND EIGHTEEN

NEW DUAL-STRENGTH TOWEL TECHNOLOGY



DUAL-STRENGTH

Dual-Strength woven technology keeps the structure of our towel stronger. Side 1 has a sturdy plush Microfiber texture that wicks moisture and allows for high resolution graphics to stay preserved with sun-resistant attributes. Side 2 has stable cotton terry loops that helps absorb more water.



QUICK DRY

We have perfected the balance of our weave to help evaporate moisture from the towels surface, enabling it to dry 3x's faster than traditional towels.



ABSORBENT

Our powerful woven towel blend helps to soak up water faster, and absorb more than most towels.



BEECH
SHIELD

This towel is treated with Beech Shield, a unique earth friendly antimicrobial technology that helps prevent the growth on a wide array of bacteria, fungi, mold, mildew, and algae. Wash less, save energy because Beech Shield helps to protect and keep your towel smelling better. Not your average towel.

2018



2018 BEECH DUAL-STRENGTH

POLY/COTTON SUBLIMATION



DUAL-STRENGTH

BAJA



LOS RIOS



DAZZLE SHIP



STARS AND STRIPES





DUAL-STRENGTH

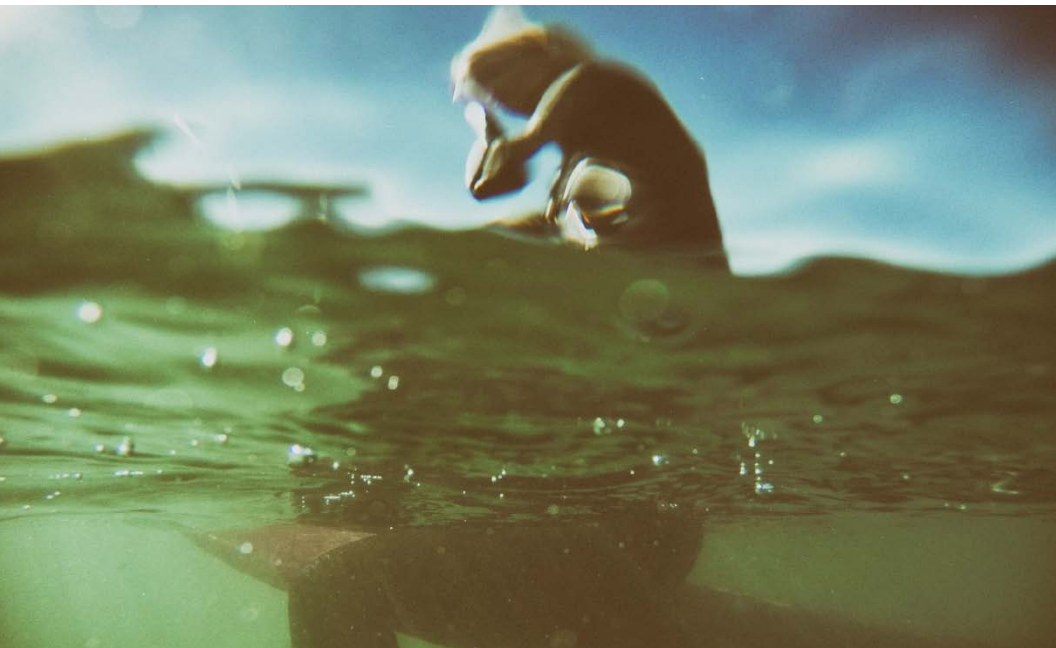
2018 BEECH DUAL-STRENGTH

POLY/COTTON SUBLIMATION

ANCHOR FLAG



SO CAL



WATER ROSES



FLORAL BIRD



2018 BEECH DUAL-STRENGTH

POLY/COTTON SUBLIMATION



DUAL-STRENGTH

THE CATS MEOW
By Brian Bent



BRIAN BENT

Brian found his passion around the age of 7 and has been influenced by the caricatures of people, architecture and fashions of time periods such as the 1917's and every decade leading up to the influences of the 1980's. He has trained himself with independent study and experience in his everyday life. Along with painting, his inspirations cause him to create sculptures, interior designs and creating his own fashion trends. While in his studio he creates with an edgy format, always joyful and it is "always rocking." He uses design elements to build a painting of a person, place or thing by putting together colors which are framed in black lines and adds in the trinity at just the right place of focus, resulting in a project similar to POP art, Brian Bent style. When out of the studio he is adding his inspirations and talent to Hod Rods, old surfboards, studying fashion, people and rock & roll bands. A real character in his own, he sees and recreates the true identities behind his subjects and puts it on the canvas in ways that many have not been privileged enough to see.





+BEECH

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