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SONGWOL

Timeless Standard SONGWOL

WE'RE ALWAYS WITH YOU IN PRECIOUS MOMENTS.

Songwol means a pine tree embracing moonlight.

Songwol's founder, Park, Dong-soo's philosophy, "Consistency like a pine tree who is rooted on a single ground for its lifetime" had become the corporate's philosophy and belief for its more than 70 year long of history since its foundation in 1949.

"I loved pine trees especially the one with moonlight.

In the silence from the forest, I used to sit on the old floor and I always wondered what the stories that the bright moon told to the pine tree after it had been to all around the world."

<Park Dong-Soo, A short story of a long time> Quotation



The history of domestic towels 1949~1990

1949	Songwol Towel Industrial Company (not incorporated) founded by Park, Dong-soo
1961	Establishment of Seomyeon Plant in Busan
1966	Establishment of Dongnae Plant in Busan
1975	Founded Songwol Towel Co., Ltd. (CEO Park, Dong-soo)
1979	CEO Park Dong-soo won the Busan Industrial Awards (No. 12) - Labor Welfare Division
1997	Chairman Park Chan-soo's inauguration CEO Park, Byung-dae's inauguration
1998	Songwol Towel Co., was bankrupted and reconciliation accepted by the court

Beloved company 2000~2010

2002	"Year of the hit product" awarded by Hankook press company
2003	Songwol Towel Co., got free from the bankruptcy and cleared all related debts
2004	Terry Gallery (Tg) Launched
2005	Best industrial award presented to CEO, Park, Byungdae by the President of Republic of Korea on Labor day. Moved its headquarter to Yangsan city from Busan city
2007	Established a manufacturing plant, Songwol Vina Co., in Long an province, Vietnam

Spreading around the world 2010~

2011	Prime minister's award presented to CEO Park, Byungdae on Taxpayer's day
2015	Best Industrial bronze medal presented by the president of Republic of Korea
2019	Launching of a high-end towel brand, Towelologist
2021	CEO Park, Byungdae was elected as a chairman of Chamber of commerce in Yangsan city Busan Yeongdo AREA6 'Artisan Songwol' Launched
2022	Appointment of the 8th President of the BIFF Support Association (Chairman Park Byung-dae)
2023	Launched a character brand, TOWELKUN Presented Best space award in 'SLDF 2023' Presented "Once again, Vegan" in DDP Seoul
2025	Signed a Strategic Technology Agreement with Imabari Towel Industrial Association (MOU) Appointed Chairman of the Busan-Ulsan-Gyeongnam Forum Rebranded with a new Corporate Identity (CI)

It symbolizes Songwol, which preserves its unique history and traditions and will grow vigorously toward the future.



SONGWOL

A brand that represents Songwol's 70-year history and expresses trust and craftsmanship

SONGWOL
SOLID

SONGWOL SOLID

A brand with functional product with a simple design and color to choose.



HOTEL COLLECTION

A brand designed to enjoy the hotel atmosphere with the concept of relaxing



COUNTESS MARA

Semi-classical, modern-style brands that aim for luxurious looks

SHAVOREN

SHABOREN

Product brand that gives harmonious happiness and essence of life



ANALDO BASINI

Practical product brands seeking sensory design and comfort



SNOOPY

The most widely known and globally loved brand in the history of American comics

With its people and technologies at their best, Songwol leads the gift culture in Korea.

**A top-notch cotton with strict standards**

- Use of thread that meets Uster Technologies criteria
- Use of top 5% top cotton yarn based on Songwol's quality criteria
- Use of Combed yarn where country of origin can be proven

**Developing new products through ceaseless R&D**

- Korea's leading umbrella brand that started in 2007

**Premium Towel with Differentiated Process**

- Equipped with German and Japanese weaving machines
- Maximize fiber quality with Songwol's unique processing process
- More than 23 inspection processes

**Improved customer satisfaction with superior use of subsidiary materials**

- Use of the high quality raw materials and sub-materials
- Operating a Customer service team to solve customers' inconveniences

**Certified OEKO-TEX Class 1**

- European Environmental Certification Marks Passing 100 Criteria
- Certified Grade 1 OEKO-TEX for babies and toddlers
- * Songwol Korea SEGO 097688 TESTEX
- * Songwol VINA SEGO 069042 TESTEX

**Inspection by all processes**

- Conducting inspections for every process

With its headquarters located in Yangsan, Gyeongsangnam-do, it has operations in Busan, Seoul, and Vietnam, making efforts to become a Global No.1 Towel representative.



Head Office (Yusan Factory)

Production, Sales management, Logistics, Embroidery

45, Yusangongdan 7-gil, Yangsan-si,
Gyeongsangnam-do
055-911-1000

Total floor area : 26,443.45m² / Employees : 191



Seoul Office

Marketing, Distribution Management

59, Singil-ro, Yeongdeungpo-gu, Seoul
02-515-2300



Bukjeong Factory

Production (Weaving), Sizing

60, Bukjeonggongdan 1-gil, 7-gil, Yangsan-si,
Gyeongsangnam-do
055-388-2920

Total floor area : 11,715.11m² / Employees : 72



Vietnam Factory

Weaving, Dyeing, Sewing, Trading

Lot 36-38-40, Road no.7, Tan Duc Industrial Park,
Duc Hoa District, Long An Province, Vietnam
84-723-777-444

Total floor area : 48,691m² / Employees : 744



Sinpyeong Factory

Product Dyeing

Sinsan-ro 13beon-gil, Saha-gu, Busan
051-207-6702

Total floor area : 8,457.01m² / Employees : 37

You can find Songwol's Towel & Umbrella products through more than 180 dealerships in Korea.



PRODUCT

SONGWOL GIFT



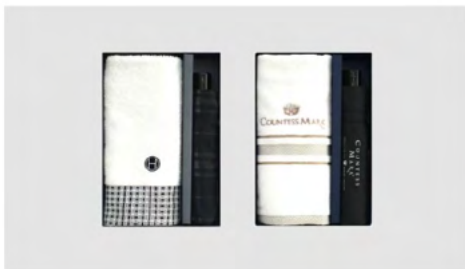
Songwol, which started making towels with five wooden looms, has been leading the gift culture based on trust and love from its customers for more than 70 years.

PRODUCT

GIFT SET

We are always with our customers' precious moments with towels and umbrellas that represent Korea.

SWU, CM
3 Fold Umbrella
Combo Set



High-quality classic umbrella set
with simple design and towels
featuring Songwol and Countess Mara

3 Fold Umbrella
Towel

SWU
2, 3, 5 Pieces



High-quality umbrella set
with simple design and towels

2 Fold Umbrella
3 Fold Umbrella
Towel

CM
2, 3, 5 Pieces



Semi-classic and modern
style sets for luxury

2 Fold Umbrella
3 Fold Umbrella
Towel



Using the best materials
from raw materials, we are constantly
researching and developing Korea's
representative towels such as
sense of touch, absorption, and design.

"During my time in the past, there were no towels.
I also used a plain cloth that had been used for
a long time instead of a proper terry towel. There
were not many other options than a little leftover
cloth from traditional skirts."

<Park Dong-Soo, A short story of a long time> Quotation

PRODUCT

TOWEL

We use the best quality raw material to bring out the texture, absorbency, design, and more to represent Korea's top-tier towel brand.

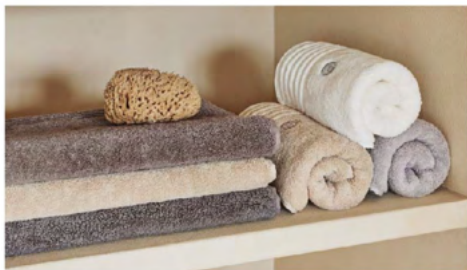
SONGWOL



Representing Songwol's 70-year history and a brand associated with trust and its craftsmanship.

Towel, Sublimation Transfer Towel, Mini Bath/Bath Towel, Beach Towel, Dish Cloth/Looped Handkerchief, Commercial Use, Robe, Sheet, Bath Rug

SONGWOL HOTEL COLLECTION



A Hotel collection designed to provide comfortable and relaxing moments.

Towel, Sublimation Transfer Towel, Mini Bath/Bath Towel, Dish Cloth/Looped Handkerchief

COUNTESS MARA



A Semi-Classical brand designed to present a modern and luxurious look.

Towel, Sublimation Transfer Towel, Mini Bath/Bath Towel, Dish Cloth/Looped Handkerchief

PRODUCT

TOWEL

We use the best quality raw material to bring out the texture, absorbency, design, and more to represent Korea's top-tier towel brand.

SHAVOREN



A brand designed to bring out the essence of life and harmony.

Towel, Sublimation Trasfer Towel, Sports Towel, Dish Cloth/Looped Handkerchief

ARNALDO BASSINI



A brand designed for its practical use and comfort.

Towel, Sublimation Trasfer Towel, Mini Bath/Bath Towel, Sports Towel

SNOOPY

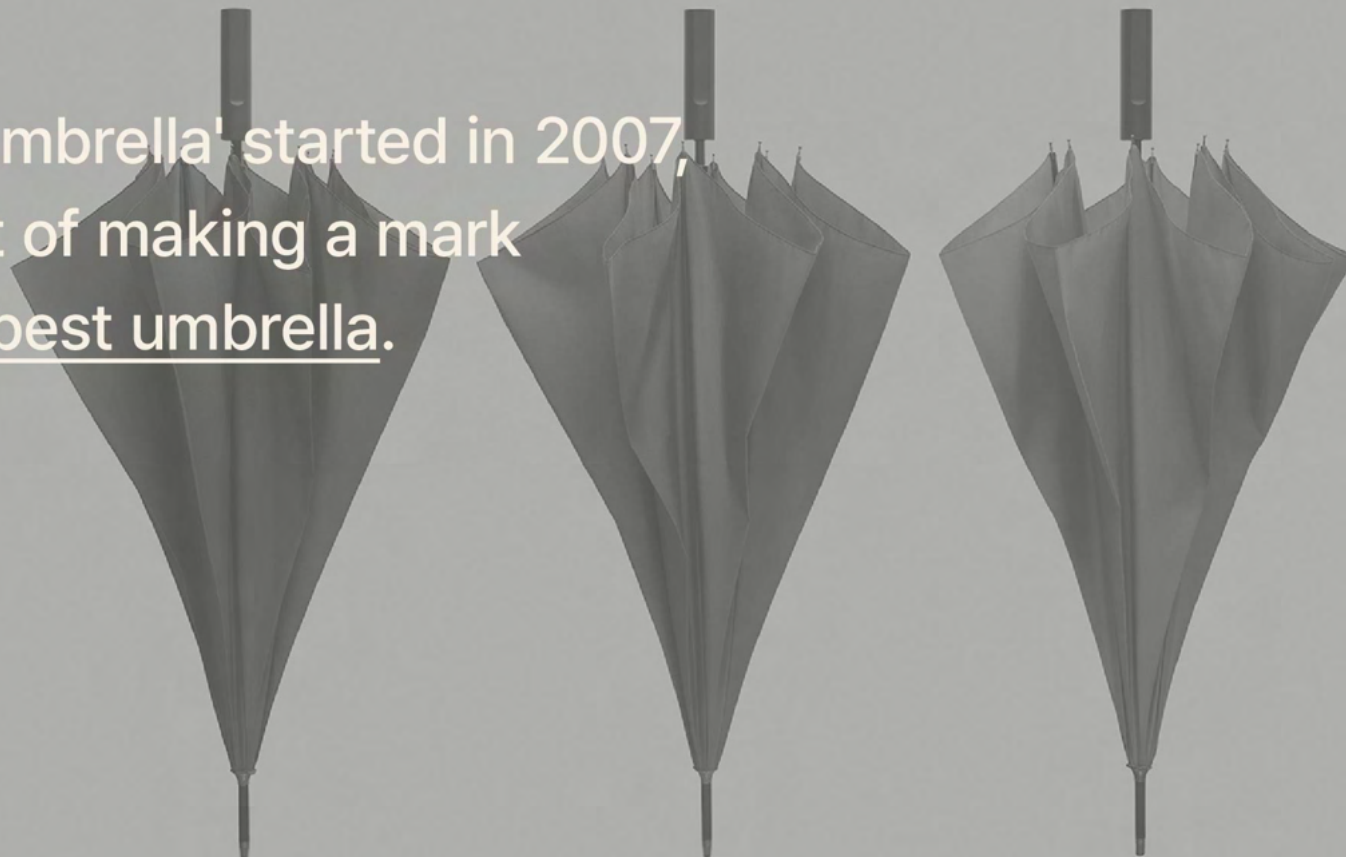


A brand well-known and loved worldwide in cartoon history.

Towel, Beach, Dish Cloth/Looped Handkerchief



Songwol 'Umbrella' started in 2007,
in the heart of making a mark
as Korea's best umbrella.



PRODUCT

UMBRELLA

We undergo different processing inspections to maintain and provide high-quality products based on the fabric, ribs, handle, and other umbrella materials.

SONGWOL



A brand that is loved by the customers
for its simple design and high quality product

Long Umbrella
2 Fold Umbrella
3 Fold Umbrella

COUNTESS MARA



A brand designed to bring out the idea
and concept of a royal family while having
modern looks.

Long Umbrella
2 Fold Umbrella
3 Fold Umbrella

SNOOPY



A brand designed with the well-known
cartoon 'Snoopy,' and its dynamic lifestyle.

Long Umbrella



In 1920, public bathhouses began to rise,
which took off Korea's "Bathing Culture."
To this day, in bathing culture,
Songwol has an acknowledgeable
reputation for Songwol Technology
with its exfoliating towel.

PRODUCT

BATH PRODUCTS

Songwol's Exfoliating Towel has different sizes and strengths for Customer's preferences.

Scrub Towel



Massage Scrub40



Dia Scrub Combi



Dia Scrub50



Dia Scrub60



Black Scrub70



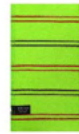
Black Scrub80



Big Massage Scrub40



Big Dia Scrub Combi



Big Dia Scrub50



Big Dia Scrub60



Massage Back Scrub40



Dia Back Scrub Both-sides



Shavoren Check Scrub50

Shower Towel



King Burble



Fresh



Health



Top tier leading brand
"Songwol" is expanding
its collaboration by mixing fiber
with technology with different brands.

Songwol and "BEANPOLE," which is a brand well known for maintaining its product quality, collaborated to make Hand Towel, Wash Cloth, and Slippers with the theme of Seoul's famous places called "**Sinsa-Dong, Garosu-Gil.**"



Image Credit : SSF SHOP BEANPOLE ACCESSORY

"Helinox," which is an outdoor brand well known for its solid material and technology, and "Songwol," representing "The Softest Towel," collaborated to create **Hand Towel and Beach Towel** with Jacquard technique to emphasize the brand's logo.



Songwol collaborated with "WARMGREY TAIL," an illustration brand, to create seven **different Hand Towels and four washcloths** with the Mother Nature theme. Songwol hand-crafted these products without the automated process to give a sense of tidiness.



Image Credit : Warmgrey Tail Website

Songwol and Travis Matthew collaborated to create **three different beach towels** with the theme of hollyday for the "Travis Matthew" collection of 24ss 'EVERY DAY IS A WEEKEND.'



Image Credit : TENANT NEWS (2023.10.24)



Kasina is Korea's leading street fashion select shop and produced **beach towels** and **digital printed beach towels** that are available at Ananti stores in Gijang, Busan.



Image Credit : Instagram (@le.syndrome)



Songwol created **a space where residents can rest** by making a large cushion using the leftover yarn at Seoul Design 2023. Songwol's ESG is expressed as a resting place where visitors can touch the towel and experience the colors of the remnants while staying.





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