

Cloth beats paper. Here's proof.



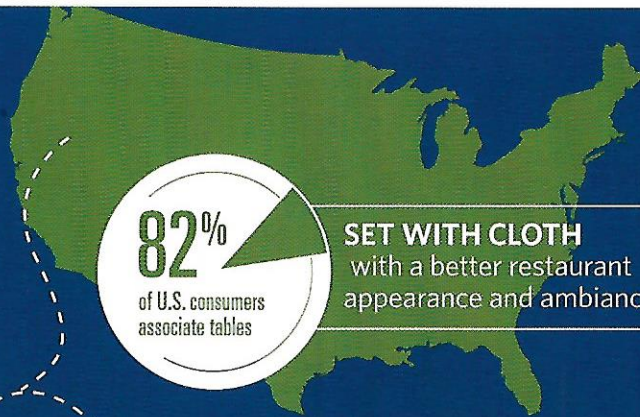
77%
of U.S. consumers

notice the way a table is set when visiting a restaurant.

U.S. consumers who said they preferred cloth napkins reported paying

64% MORE FOR AN
ENTRÉE

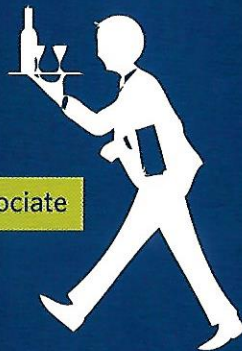
than those who preferred paper napkins.



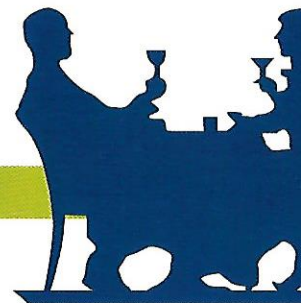
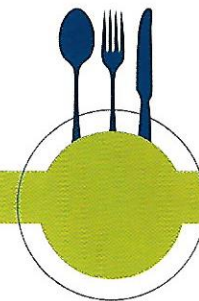
88%

of U.S. consumers associate tables set with cloth

with better service.



84% of U.S. consumers associate tables set with cloth with being **ENVIRONMENTALLY FRIENDLY.**



The average U.S. consumer uses **3 PAPER NAPKINS** per meal compared to **1 CLOTH NAPKIN.**

75% of U.S. consumers associate tables **SET WITH CLOTH** with better **FOOD QUALITY.**

