

New Retractable Fitness Towel Hits the Market

Dry in Stride's patent-pending towel goes wherever adventure takes you.



Orange Park, Florida Mar 16, 2023 ([IssueWire.com](https://www.issuewire.com)) - Dry in Stride has recently launched its new retractable towels for fitness enthusiasts of all levels. Offering two sizes and color options, each Dry in Stride Towel Set includes a pair of towels and one retractable clip. Dry in Stride's products are now available for purchase online at www.dryinstride.com/shop.

The initial prototype was born out of necessity about seven years ago. "While out jogging, I frequently wouldn't bring a towel since it was just one more thing to carry. I wanted something to wipe my sweat, and didn't like the feeling of using my shirtsleeve," remarked Sara Slettebo, product inventor. "Over these years, friends, family, and test groups tested dozens of fabrics, towel sizes, and clips. Through trial and error, we found the right components that offered superior absorption and a full range of motion for low- and high-impact activities." Using Dry in Stride's product, users no longer must 'carry' a towel while continuing to enjoy their favorite activities.

Towel Features

Dry in Stride towels are made from sustainable bamboo fibers, are up to five times more absorbent than terrycloth and are machine washable. Dry in Stride uses a patent-pending snap placement eliminating towel drag when worn.

Clip Features

Dry in Stride uses alligator clips for a secure connection with waistbands, backpacks, golf bags, and more. Dry in Stride's clips retract over 30 inches and rotate 360 degrees, allowing it to be pulled from any direction.

Towel Set Features

Each Dry in Stride Towel Set includes two towels and one clip. Towels come in two sizes: Regular (10x10 inches) and Large (13x13 inches). Towels come in both white and grey. Regular Towel Sets are \$16.99 per set, and Large Towel Sets are \$17.99 per set.

About Dry in Stride

Dry in Stride, founded in 2023 in Orange Park, Florida, develops and manufactures retractable fitness towels. For more information, visit www.dryinstride.com.



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