

on cover:
aster orange towel
p 20

müKitchen®

Where Function Meets Style™

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PAPER CONTAINS 30% POST CONSUMER WASTE
PLEASE RECYCLE

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mü

2015

More design, color and flair — something for every customer!



jacquard towels
p 34

2015 brings a whole new team of new prints, colors and styles to the game, so you can score sales and bring on the cheers in the new year.

MÜcloth & MÜtowels	2-3
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The one and only... a true modern classic.

100% Microfiber cloths and towels in a rainbow of colors. So unique — MÜcloth holds a U.S. Patent.

MÜcloth®

100% Microfiber cloth
with a U.S. patented
built-in scrubber.

dims: 12 x 12 in.

retail: \$4.99 ea



red poppy

MÜcloth:
6658-1019

MÜtowel:
6659-1019



crimson

MÜcloth:
6658-0906

MÜtowel:
6659-0906



flax

MÜcloth:
6658-1309

MÜtowel:
6659-1309



chiffon

MÜcloth:
6658-0903

MÜtowel:
6659-0903



blueberry

MÜcloth:
6658-1405

MÜtowel:
6659-1405



blue poppy

MÜcloth:
6658-1020

MÜtowel:
6659-1020



orange

MÜcloth:
6658-0910

MÜtowel:
6659-0910



stainless

MÜcloth:
6658-1418

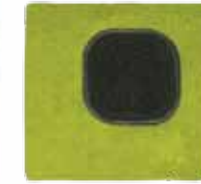
MÜtowel:
6659-1418



wheatgrass

MÜcloth:
6658-1404

MÜtowel:
6659-1404



pear

MÜcloth:
6658-1304

MÜtowel:
6659-1304



onyx

MÜcloth:
6658-0908

MÜtowel:
6659-0908



Practical, top-quality and hard
working, our microfiber is the
benchmark of quality.

Specialty cleaning without chemicals

Cleans and polishes glass, stainless and general surfaces with three custom textures.

3 piece microfiber specialty cleaning set

Set of 3 towels each with a specific purpose:

GLASS - Textured surface leaves 0% streaks & 100% sparkle on glassware or windows.

STAINLESS - Flat woven surface polishes stainless, appliances or bar ware.

SURFACES - Heavy microfiber nap works hard on deep cleaning jobs.

dims: set of 3 - 14 x 14 in. (6.5 x 9.25 in., as packaged)

retail: \$9.99/set



3 pc cleaning set
6650-1100



Back to basics, always time to stock up

These customer favorites are the go-to best for cleaning and scrubbing.

set of two microfiber scrub cloths

General purpose microfiber cloths in bright colors for tough cleaning jobs.

dims: set of 2 - 12 x 12 in. ea

retail: \$8.99/set



blue
6650-1405

green
6650-1200

gray
6650-1208

orange
6650-1210

set of three bar mop cloths

100% cotton cloths with a soft yet durable terry rib.

dims: set of 3 - 12 x 12 in.

retail: \$4.99/set



white cloth set
6610-1200

white towel set
6620-1200

set of three bar mop towels

100% cotton towels that soak up spills with super-absorbency.

dims: set of 3 - 16 x 18 in.

retail: \$8.50/set

Cotton texture that is pure cool

Super-saturated colors and a modern, horizontal ridged texture create a unique appeal.

ridged texture cotton dishcloth

100% cotton cloth with a unique, horizontally ridged terry texture.

dims: 12 x 12 in.

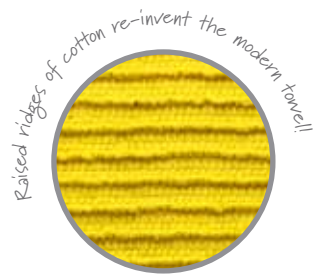
retail: \$2.99 ea

ridged texture cotton dishtowel

100% cotton towel with a unique, horizontally ridged terry texture.

dims: 18 x 28 in.

retail: \$5.99 ea



NEW
ruby
cloth:
6614-1526
towel:
6615-1526



NEW
platinum
cloth:
6614-1538
towel:
6615-1538



NEW
emerald
cloth:
6614-1524
towel:
6615-1524



NEW
stone
cloth:
6614-1539
towel:
6615-1539



lake
cloth:
6614-1405
towel:
6615-1405



white
cloth:
6614-1401
towel:
6615-1401



sunshine
cloth:
6614-1403
towel:
6615-1403



Scrubbable clean with a gentle touch

Two sides to this clean story.

double-duty scrub sponge

Pattern print microfiber sponge is backed with a durable scrubber. Scrubber side is a texture that is tough but gentle on dishes.

dims: 3 x 6.5 in. retail: \$4.50 each



NEW!
medallion gray
6608-1548



NEW!
medallion red
6608-1546



marrakesh black
6608-1448

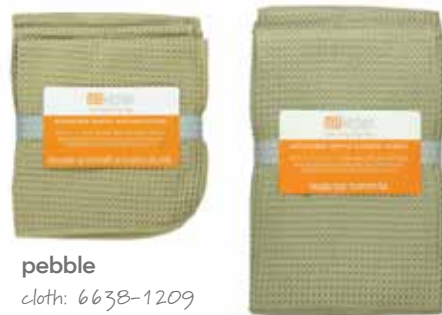
Delicate and durable scrubbing side



marrakesh green
6608-1444

Dry, polish, & sparkle— what's not to love?

Lint-free, quick-drying and super absorbent.
Solid colors are fashion and trend right.



pebble

cloth: 6638-1209
towel: 6648-1209



white

cloth: 6638-0901
towel: 6648-0901



sea blue

cloth: 6638-1005
towel: 6648-1005



peridot green

cloth: 6638-1404
towel: 6648-1404



grass

cloth: 6638-1004
towel: 6648-1004



palace blue

cloth: 6638-1405
towel: 6648-1405

set of 3 microfiber waffle dishcloths

100% microfiber solid color cloth
with a waffle weave. Rounded
corners add durability.

dims: set of 3 — 12 x 12 in.

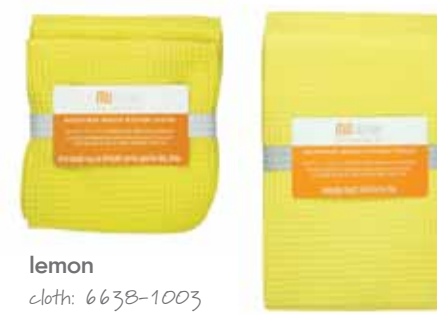
retail: \$7.99 ea

set of 2 microfiber waffle dishtowels

100% microfiber solid color towels
with a waffle weave. Rounded
corners add durability.

dims: set of 2 — 17 x 25.5 in.

retail: \$11.99 ea



lemon

cloth: 6638-1003
towel: 6648-1003



coral

cloth: 6638-1210
towel: 6648-1210



cadet gray

cloth: 6638-1418
towel: 6648-1418



tangerine

cloth: 6638-1320
towel: 6648-1320

A cloth and towel
so versatile — use
them wet or dry
for almost every
cleaning need.



The most important stripes of the day

Thick and thirsty big stripes and absorbent cotton basketweave are a true and trusty kitchen helper.



NEW!
pewter
cloth set:
6616-1518
towel:
6617-1518



NEW!
jade
cloth set:
6616-1514
towel:
6617-1514



NEW!
punch
cloth set:
6616-1516
towel:
6617-1516



NEW!
cobalt
cloth set:
6616-1515
towel:
6617-1515



NEW!
sand
cloth set:
6616-1519
towel:
6617-1519



NEW!
lemon
cloth set:
6616-1513
towel:
6617-1513



set of 2 cotton stripe dishcloth

100% cotton basket
weave with hanging loop
dims: set of 2 - 13 x 13 in.
retail: \$3.99/set of 2

cotton stripe dishtowel

100% cotton basket weave
with a unique stripe and
hanging loop
dims: 20 x 30 in.
retail: \$5.99



**NEW for 2015! Towels are singles
and cloths are in sets of two.**

So many colors for vibrant combinations

Colors pop with energy, prints please with ease. Mix and match cottons and micros for a top-notch look.

MÜcloth®

100% microfiber cloth with a patented built-in scrubber.

dims: 12 x 12 in.

retail: \$4.99 ea

MÜtowel®

100% microfiber towel in a rainbow of colors and prints.

dims: 16 x 24 in.

retail: \$7.99 ea

cotton handleslip

100% quilted cotton protects hand from hot handles, professional grade.

dims: 7.5 x 3.5 in.

retail: \$3.50 ea

cotton apron

100% cotton herringbone weave with 2 large chef pockets, adjustable neck ring and extra long ties.

dims: 35 in. long

retail: solids \$15.99 ea / prints \$17.99 ea

cotton potholder

100% quilted cotton with soft terry lining.

dims: 9 x 9 in.

retail: \$6.99 ea

cotton mitt

100% quilted cotton with soft terry lining.

dims: 13 in.

retail: \$8.99 ea



wheatgrass

MÜcloth: 6658-1404 MÜtowel: 6659-1404
handleslip: 6006-1404 cotton apron: 6002-1404
potholder: 6003-1404 mitt: 6004-1404



blueberry

MÜcloth: 6658-1405 MÜtowel: 6659-1405
handleslip: 6006-1405 cotton apron: 6002-1405
potholder: 6003-1405 mitt: 6004-1405



stainless

MÜcloth: 6658-1418 MÜtowel: 6659-1418
handleslip: 6006-1418 cotton apron: 6002-1418
potholder: 6003-1418 mitt: 6004-1418



pear

MÜcloth: 6658-1304 MÜtowel: 6659-1304
handleslip: 6006-1304 cotton apron: 6002-1304
potholder: 6003-1304 mitt: 6004-1304



crimson

MÜcloth: 6658-0906 MÜtowel: 6659-0906
handleslip: 6006-0906 cotton apron: 6002-0906
potholder: 6003-0906 mitt: 6004-0906



orange

MÜcloth: 6658-0910 MÜtowel: 6659-0910
handleslip: 6006-0910 cotton apron: 6002-0910
potholder: 6003-0910 mitt: 6004-0910



onyx

MÜcloth: 6658-0908 MÜtowel: 6659-0908
handleslip: 6006-0908 cotton apron: 6002-0908
potholder: 6003-0908 mitt: 6004-0908



chiffon

MÜcloth: 6658-0903 MÜtowel: 6659-0903
handleslip: 6006-0903 cotton apron: 6002-0903
potholder: 6003-0903 mitt: 6004-0903



flax

MÜcloth: 6658-1309 MÜtowel: 6659-1309
handleslip: 6006-1309 cotton apron: 6002-1309
potholder: 6003-1309 mitt: 6004-1309



red poppy

MÜcloth: 6658-1019 MÜtowel: 6659-1019
handleslip: 6006-1019 cotton apron: 6002-1019
potholder: 6003-1019 mitt: 6004-1019



blue poppy

MÜcloth: 6658-1020 MÜtowel: 6659-1020
handleslip: 6006-1020 cotton apron: 6002-1020
potholder: 6003-1020 mitt: 6004-1020

Soak up spills, strong on stripes

Cotton towels with a top quality woven waffle texture and a colorful stripe that is woven right in.



NEW!
blue hawaiian
cloth set:
6678-1545
towel:
6688-1545



blue martini
cloth set:
6678-1435
towel:
6688-1435



toasted almond
cloth set:
6678-1439
towel:
6688-1439



shaker
cloth set:
6678-1329
towel:
6688-1329



grenadine
cloth set:
6678-1326
towel:
6688-1326



lime
cloth set:
6678-1324
towel:
6688-1324



set of two cotton waffle striped cloths

Great looking and hard working
100% cotton waffle cloths are
strong and durable.

dims: 12 x 12 in.
retail: \$3.99/set of 2

cotton waffle striped towel

Soft 100% cotton waffle towels
that soak up spills and have a
universal appeal.

dims: 19 x 28 in.
retail: \$5.99 ea



Turn up the dial on kids kitchen fun

Three piece sets are great for holidays and gifts, plus they provide real protection from kid-sized messes.

three piece kids chef set

100% cotton set includes apron, hat and mitt. Improved packaging keeps the set clean and neat until purchased.

dims: apron 24 in. long
mitt 9 in.
hat is adjustable

retail: \$21.99/set



red poppy set
6001-1419

roadster set
6001-1325



princess set
6001-1326

sweet stuff set
6001-1114

happy helper set
6001-1113

Perky prints are a new fashion dream

The flattering style of these designer aprons is a big hit — prints go from sweet to sassy.

v-neck designer print cotton apron

100% cotton fashion apron with cute button detail pockets.

dims: 32 in. long
retail: \$19.99 ea

designer print terry-lined cotton oven mitt

Natural terry lining and cotton fill add top-notch protection from the heat.

dims: 13 in
retail: \$8.99 ea.

NEW!
lindy apron
6022-1566



NEW!
cadence apron
6022-1569



margaret apron
6002-1451



bella apron
6002-1452



georgina apron
6002-1325



NEW!
lindy mitt
6014-1566
13 in.



NEW!
cadence mitt
6014-1569
13 in.



margaret mitt
6004-1451
13 in.



bella mitt
6004-1452
13 in.



georgina mitt
6004-1325
13 in.

Yes chef! Pretty and modern designs.

A new take on the classic chef style creates the ultimate vision of what customers crave.

chef style designer print cotton apron

100% cotton solid twill aprons with 2 large chef pockets, adjustable neck ring and extra long ties.

dims: 35 in. long.

retail: \$17.99 ea

designer print cotton towels

100% cotton multi-color prints have bright and modern designs.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea



NEW!
aster orange
6012-1510



NEW!
aster red
6012-1529



NEW!
aster orange
6629-1510



NEW!
aster red
6629-1529



NEW!
terrace
6012-1528



NEW!
oratory
6012-1515



NEW!
terrace
6629-1528



NEW!
oratory
6629-1515

A chef apron for fun and fashion!

More ways to mix up the scene with these designer aprons and printed towels.

chef style designer print cotton apron

100% cotton solid twill aprons with 2 large chef pockets, adjustable neck ring and extra long ties.

dims: 35 in. long

retail: \$17.99 ea

designer print cotton towels

100% cotton multi-color prints have bright and modern designs.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea

BIG
OVERSIZED
TOWEL



owl
6002-1414

marrakesh
6002-1448



tangier
6628-1433



casablanca
6628-1434



fox
6628-1447



marrakesh
6628-1448



life is a hoot
6628-1320



happy hour
6628-1450

Hip design meets wheel-happy hues

Kicked up color and on-point prints on a big oversized 100% cotton towel. The fun awaits!



garden
6628-1302



NEW!
crossword
6629-1549



NEW!
local motion
6629-1546



wildflower
6628-1452



blossom red
6628-1303



fruit salad
6628-1453

designer print
cotton towels

100% cotton multi-color prints
have colorful and cheerful designs.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea

BIG
OVERSIZED
TOWEL

pewter stripe
dishtowel
p 10



designer print
cotton towels

100% cotton multi-color prints
have colorful and cheerful designs.

dims: 20 x 30 in. (shown full)
retail: \$5.99 ea

BIG
OVERSIZED
TOWEL

Cooking up a great time in the kitchen

Big and bold prints say good times and great friends.
So easy to merchandise, imagine the possibilities!



NEW!
anchor
6629-1530



NEW!
lobster boil
6629-1532



NEW!
tropics
6629-1534



NEW!
oars
6629-1531



NEW!
chillers
6629-1545



citrus
6628-1301

Useful doesn't even begin to describe them

Flour sacks are a modern take on a bakers best friend. Now in punchy solids and cool prints.

3 BIG
OVERSIZED
TOWELS



NEW!
sunset
6603-1503



NEW!
sorbet
6603-1506



chalkboard
6600-1408



jewel
6600-1307



oasis
6600-1306



white
6600-1201



harbor
6600-1305



beach
6600-1304



cool
6600-1203

set of three
designer solids
cotton flour sack
towels

Big oversized 100% cotton
towels — each a different
solid color (plus white!)

dims: set of 3 — 24 x 36 in.

retail: \$9.99/set

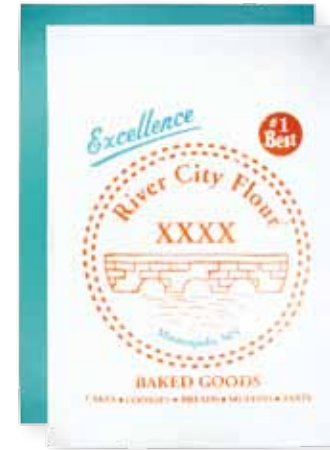
set of two
designer print
cotton flour sack
towels

Big oversized 100% cotton
towels — one is printed, the
other is a coordinating solid.

dims: set of 2 — 24 x 36 in.

retail: \$7.99/set

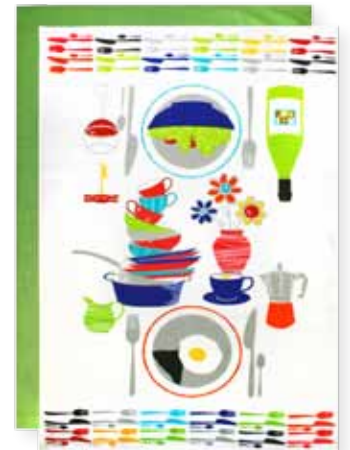
2 BIG
OVERSIZED
TOWELS



river city
6600-1312



eye chart
6600-1415



dine
6600-1416



rooster
6600-1311



owl
6600-1414



utensils
6600-1310

A lot of good things come in sets of two

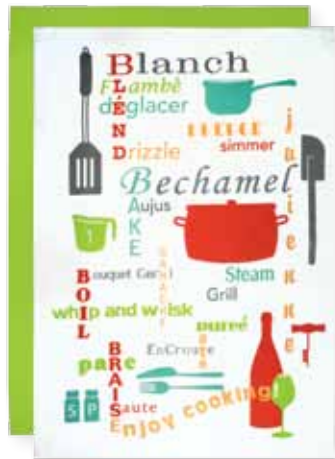
From gourmet cooking to a day at the beach, we have you covered with fresh new designs.



NEW!
canning
6600-1518



NEW!
flip flop
6600-1519



NEW!
get cooking
6600-1520



NEW!
seafood fest
6600-1517

set of two
designer print
cotton flour sack
towels

Big oversized 100% cotton towels
— one is printed, the other is a
coordinating solid.

dims: set of 2 — 24 x 36 in.

retail: \$7.99/set

2 BIG
OVERSIZED
TOWELS



Silicone to the rescue for a perfect grip

Practicality and performance — silicone potholders and mitts pair perfectly with jacquard towels



onyx
mitt: 6024-1218
potholder: 6023-1218
towel: 6628-1218

pepper red
mitt: 6024-1216
potholder: 6023-1216
towel: 6628-1216



indigo
mitt: 6024-1215
potholder: 6023-1215
towel: 6628-1215

lemon drop
mitt: 6024-1213
potholder: 6023-1213
towel: 6628-1213

**silicone grip
& cotton potholder**
Side one has all over 100% silicone MÜgrip pattern side two has 100% quilted solid cotton.
dims: 7 x 9 in.
retail: \$7.50 ea

**silicone grip
& cotton oven mitt**
Contact area has 100% silicone MÜgrip pattern. Balance of mitt is 100% quilted solid cotton with a soft terry lining.
dims: 10.5 x 6 in.
retail: \$10.50 ea

**100% cotton
jacquard
woven towel**
“Loving Life, Happy Kitchen” Soft and absorbent 100% cotton jacquard woven towel has a cheerful message and a colorful look.
dims: 20 x 30 in. (shown full)
retail: \$5.99 ea



edamame
mitt: 6024-1214
potholder: 6023-1214
towel: 6628-1214

BIG
OVERSIZED
TOWEL

Super-soft jacquard woven 100% cotton towels get softer after each wash.



100% cotton
jacquard
woven towel

Soft and absorbent 100% cotton
jacquard woven towel has the
design woven right into the towel.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea

Extraordinary color woven right in

Fun new designs are sure to please with their
sense of style — and some very good advice!

BIG
OVERSIZED
TOWEL



NEW!
gadgets
6628-1540



NEW!
lemons
6628-1543



NEW!
limeade
6628-1544



NEW!
eat dessert first /
tin
6628-1538



NEW!
eat dessert first /
blueberry pie
6628-1535



NEW!
eat dessert first /
cherry tart
6628-1536

The spice of life — and cooking

Sage advice for fearless cooks and foodies alike — the message could not be more true!

100% cotton jacquard woven towel

Soft and absorbent 100% cotton jacquard woven towel has the design woven right into the towel.

dims: 20 x 30 in. (shown full)

retail: \$5.99 ea



cook on the cutting edge /
mandarin
6628-1420



cook on the cutting edge /
bamboo
6628-1424



cook on the cutting edge /
lagoon
6628-1425

