PALMA

REFRESHING HAND TOWELS

Fig. 08

Private Label Information

Hospitality, designed around your brand.

PALMA Private Label composes the final guest touchpoint around your identity: your fragrance, your packaging, your standard of presentation. This document sets out what can be customized, how the studio process unfolds, who the program serves, and how to begin.

Beyond Generic Amenities

The goal of private label is not to place your logo on a packet. The goal is to give guests one more reason to remember your brand. A guest should feel your brand in the final five minutes of service, not read it off a wrapper.

Every private-label program is built as a complete brand system: fragrance, foil, hierarchy, and the language of presentation, styled as one. When packaging, fragrance, material, and service language align, the amenity stops feeling generic and begins to feel inevitable, as if the room had always ended this way.

> *"A guest should feel your brand in the final five minutes of service, not read it off a wrapper."*
>
> PALMA Private Label Studio

What Can Be Customized

PALMA Private Label adapts the refreshing towel program around your identity across four registers, each composed in dialogue with your team.

Register	What It Includes
Fragrance direction	A fragrance recommendation aligned to your environment and menu tone, from a signature-house direction to a composition developed for your brand
Packaging treatment	A packaging system with refined hierarchy, foil detailing, accent colour, and typography, styled as one system
Presentation	The language and choreography of the offer: tray, timing, and the words that accompany the gesture
Co-branding	Your identity carried through the sachet and supporting collateral, balanced so the brand is felt rather than announced

The four registers of a PALMA Private Label program.

Hospitality use-case guidance accompanies every program, so the customized object lands naturally within your existing service rather than beside it.

The Process, in Six Movements

PALMA Private Label is structured like a design studio collaboration, not a commodity packaging change. The process unfolds in six movements, each with a defined outcome and each reviewed with you before the next begins.

Movement	What Happens
Discovery	We study your space, your service rhythm, and the impression you want guests to carry out the door.
Brief	A written creative brief aligns fragrance direction, packaging hierarchy, and presentation language with your brand.
Concept Development	Our studio develops scent and packaging concepts: foil treatment, accent colour, typography, styled as one system.
Proofing	You review refined proofs in context: on the table, in the hand, beside your existing collateral.
Prototype Refinement	Physical prototypes are tested in real service and adjusted until the ritual feels effortless.
Launch	Launch-ready production support, staff presentation guidance, and a reorder path built for the long term.

The six movements of the PALMA Private Label process, from first study to launch.

Each movement closes with your review before the next begins, so the program arrives at launch already tested in your own service.

Who It Serves

PALMA serves the hospitality environments where the final impression must feel as intentional as the first, and adapts to each through a single standard: fragrance, sachet, and presentation composed as one.

Setting	The Private Label Opportunity
Hotels	Boutique hotels, hotel groups, and luxury resorts carrying one fragrance standard property-wide, from arrival to departure

Setting	The Private Label Opportunity
Restaurants	Fine dining, chef-driven concepts, steakhouses, seafood rooms, private dining, and members clubs finishing the meal under their own name
Airlines	Premium cabin service, lounges, and amenity kit extensions with one consistent experience across every travel touchpoint
Events	Luxury weddings, private dinners, brand activations, and corporate hospitality with guest gifting and co-branded presentation moments
Spa and wellness	Spas, wellness studios, country clubs, and concierge lounges offering a calm, scented close to the visit

The environments PALMA Private Label serves, as named across palmabotanical.com.

Portfolio Context

Every private-label engagement begins from the discipline of the PALMA Signature Collection: six botanical fragrances, a soft 3 ply towel in a 14 cm by 8 cm sachet proportioned for the table, made in Türkiye, and a presentation ritual refined across restaurants, hotels, airlines, spas, and events. The program inherits that foundation and composes your identity upon it.

Creative direction for each engagement includes a brand review and hospitality positioning, a fragrance recommendation aligned to environment and menu tone, a packaging system with refined hierarchy and foil detailing, and launch-ready guest presentation support.

> *“When packaging, fragrance, material, and service language align, the amenity stops feeling generic.”*
>
> PALMA Journal, Hospitality Design

For the full technical foundation of the object itself, see the Product Specifications document, Fig. 07 of this Evaluation Kit. For the six signature compositions that inform fragrance direction, see the Signature Fragrance Guide, Fig. 06.

How to Begin

A private-label program begins with a conversation about your space, your service, and the experience you want guests to carry with them. Share a few details about your hospitality program and we will prepare a private-label consultation tailored to your space: your brand, your locations, your volume, and your timeline.

If you have not yet experienced the object itself, we recommend beginning with the complimentary Evaluation Kit, so the consultation starts from something held in the hand rather than described on a page.

To schedule a Private Label Consultation or request the Evaluation Kit, visit palmabotanical.com or write to hello@palmabotanical.com. PALMA is a brand of Pomank Ventures LLC, Hattiesburg, MS 39401.

> *“The meal ends. The memory begins.”*
>
> PALMA Hospitality