



Haseru Life Debuted at Northeast RV and Camping Show with Quick-Dry Compact Camping Towels

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Haseru Life participated in the Northeast RV and Camping Show for the first time, showcasing its line of 100 percent cotton towels designed for outdoor and travel use. The event occurred from January 30 to February 1, 2026, at the Connecticut Convention Center in Hartford, Connecticut. This debut allowed attendees to examine products that address common needs in recreational vehicle living and camping.

The show featured over 140,000 square feet of exhibits, including recreation vehicles, camping supplies, services, accessories, and information on campgrounds. Haseru Life occupied booth number one, where visitors interacted with the towels known for their compact design and quick-drying properties. These attributes made them suitable for environments where space was limited and drying time mattered, such as in RVs or during backpacking trips.

Campers and RV enthusiasts noted the towels' ability to fold into a small size, fitting easily into backpacks or storage compartments. This compactness allowed for efficient packing, leaving room for other essentials like food or gear. The lightweight construction reduced overall load, which proved useful on extended trips where weight management affected mobility. Made from 100 percent cotton, the towels offered absorbency without

the bulk associated with traditional options.

In addition to space savings, the quick-drying feature addressed challenges in humid or variable weather conditions common to outdoor settings. Users hung the towels using integrated loops, allowing air circulation that sped up evaporation. This prevented prolonged dampness, which could lead to discomfort or maintenance issues in confined spaces like RVs. The design supported multiple uses, including as bath towels, beach coverings, or picnic spreads, enhancing their utility across different activities.

Kim from Choose Your First RV shared her experience with Haseru towels in a video review on social media. She described them as compact, lightweight, and quick-drying, noting that they dried within about two hours when hung after showers. This performance made them a practical choice for RV life, where space constraints and daily routines required efficient solutions. Her review highlighted how the towels integrated into travel setups without adding unnecessary volume.

Further validation came from other sources. A post on Reddit recommended Haseru towels for RV living, emphasizing their suitability in limited spaces. The Fit RV blog, in its coverage of products from Outdoor Retailer 2025, commented on the towels' quick drying and distinct feel compared to microfiber alternatives. These independent observations aligned with user experiences reported on the Haseru Life website, where customers praised the towels for camping and travel applications.

Research supported the eco-friendly aspects of the towels. Data from Cotton Incorporated showed that 100 percent cotton fibers biodegraded up to 90 percent in activated sludge within 38 days, faster than many synthetic materials. CottonWorks studies indicated complete mass loss in aquatic environments over 28 days, underscoring the material's environmental profile. Haseru Life's use of pure cotton without synthetic additives contributed to this biodegradability, appealing to those seeking sustainable gear options.

The towels came in bath sheet and hand towel sizes, priced between 5 dollars and 25 dollars, making them accessible for various budgets. In comparison to market alternatives like the Matador NanoDry or PackTowl Personal, which focused on synthetic packability and speed, Haseru Life's products provided a natural fiber option that emphasized softness and absorbency alongside compactness.

Meera Subramanya, founder of Haseru Life, discussed the towels' development. "The quick-dry compact camping towels stemmed from a need for practical items that fit into active lifestyles without sacrificing comfort," Subramanya said. "Their design allowed campers and RVers to travel with ease, as the small folded size and rapid drying addressed key constraints in outdoor environments."

Subramanya added insights on user feedback. "Observations from users like those in RV communities showed appreciation for how these towels minimized space usage while maintaining functionality," she said.

"This resonance with real-world applications guided our approach to creating versatile, cotton-based products."

Haseru Life specializes in 100 percent cotton textiles that prioritize compactness, absorbency, and quick drying for home, travel, and outdoor settings. Founded by Meera Subramanya, the woman-owned company innovates in towel design to support efficient and sustainable living. For every five towels sold, one is donated to nonprofits aiding women and children, reflecting a commitment to social impact alongside product utility.

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For more information about Haseru Life, contact the company here: Haseru Life Meera Subramanya (551) 252-5511 haserulife@gmail.com 30 Walsh Drive Mahwah NJ 07430 United States

Haseru Life

Our mission at Haseru Life is to help you save resources daily with our 100% cotton bath sheets. Convenient, versatile, light, and absorbent.

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