

## STUDIES ON THE PROPERTIES AND PERFORMANCE OF WOVEN VELOUR PRINTED TERRY FABRICS-AN OVERVIEW

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### ABSTRACT

*The purpose of this article is to understand the history of preparation and structure of woven velour printed terry fabrics. This study analyses the structural properties related to performance and the application area of these fabrics. Woven velour printed terry fabrics are distinguished by their absorbency, good colorfastness washability, soft hand, and hypoallergenic, appearance and design stuff to optimizing the key factors for excellent performance[AQ: The sentence “Woven velour printed terry fabrics are distinguished by their” incomplete. Please check and edit as necessary.*

**KEYWORDS:** *Velour, Terry, Absorbency, Colour Fastness, Washability, Appearance, Texture & Design*

**Received:** Dec 25, 2017; **Accepted:** Jan 14, 2018; **Published:** Apr 17, 2018; **Paper Id.:** IJTFTAPR20183