

The standard measurement for weight and quality of fabrics is *grams per square meter*, usually abbreviated as GSM. This is the accepted standard in the United States as well as in foreign countries. Bath towels typically vary from 300 to 800 GSM; other fabrics may have values as low as 100 GSM. The same units are used for toilet paper and other tissues (18 to 22 GSM is typical) as well as paper towels (35 to 50 GSM is typical). Most microfiber towels found on the market are 200 to 450 GSM.

Examples:

Towel A weighs 58g and measures 16 by 16 inches.

Calculate the surface area by multiplying the length and width in meters
 $(16 * (2.54/100)) * (16 * (2.54/100)) = 0.165M^2$

Divide the weight in grams 58 by 0.165, this towel is 351 GSM, quite plush.

Towel B also weighs 58g but is larger, measuring 16 by 24 inches (0.248M²).

Divide 58 grams by 0.248 to find that this towel is only 234 GSM, good but not nearly as plush as Towel A.

In order to make sure you are getting the quality you paid for, you have to perform this simple GSM calculation before buying.