



Advertising Sponges

surprising – functional – sustainable



www.werbeschwamm.com

What is a Spontex advertising sponge?

Surprising

Place these unassuming promotional items in water, and within seconds a surprising swelling effect begins, transforming them into soft, ready-to-use sponges! There's hardly a more impressive way to communicate growth and dynamism!

Functional

Cellulose sponges are highly absorbent and durable, making them suitable for a wide variety of applications: For cleaning almost all surfaces, for wiping and rinsing, for absorbing, applying and spreading substances, and of course for personal care.

Sustainable

Spontex cellulose expanding sponges are sustainable promotional items in multiple ways, making them the perfect advertising medium for products and projects that are implemented with a strong focus on environmental responsibility! The raw material for our sponges consists of renewable plant fibers from certified cultivation. This makes these small promotional items biodegradable all-rounders. Manufactured in Europe, the compressed delivery form is a compelling advantage, saving on transport and storage space as well as energy costs. They are robust, machine washable up to 60°C, and therefore reusable multiple times. Promotional sponges offer a lasting advertising impact thanks to their long lifespan.



**WATCH
OUR
VIDEO**



SUPER MINI

Expanded approx. 93 x 71 x 16 mm

1C printable on the outside

Are you looking for a very small sponge that fits in any handbag, yet offers high utility and is affordable? Then this slimmer version of the MINI expanding sponge is perfect. This small model absorbs a tremendous amount of liquid, expands impressively, and naturally offers all the advantages of a high-quality all-purpose sponge. Despite its very small size, it can be printed-on a custom advertising message on the edge and is suitable, for example, for wiping up spills at home or in the car. As a space-saving little helper for on the go, the SUPER MINI fits in any handbag and is an inexpensive way to carry advertising on a practical everyday item.



Dimensions pressed: approx. 85 x 15 x 3-4 mm

Dimensions open: approx. 93 x 71 x 16 mm

Color: natural

Minimum quantity: 1.000 pieces



MINI

Expanded approx. 93 x 71 x 31 mm

up to 2C printable on the outside

This compact all-rounder is perfect for cleaning and wiping various smaller surfaces and is primarily used in private households for cleaning work surfaces and hard-to-reach corners. Its handy size, enormous water absorption and retention capacity, and easy-to-use liquid dispensing make it a practical household helper. Furthermore, a striking print on the rim makes the MINI a virtually perfect advertising medium that is used regularly in everyday life.



Dimensions pressed: approx. 85 x 30 x 3-4 mm

Dimensions open: approx. 93 x 71 x 31 mm

Color: natural

Minimum quantity: 1.000 pieces



MIDI

Expanded approx. 135 x 90 x 37 mm

up to 4C printable on the outside

This handy, chemical-resistant cellulose sponge is not only suitable for cleaning almost all household surfaces, but is also regularly used in professional applications: it is an indispensable tool for painting and varnishing, building cleaning, cleaning printing plates, and even as a classic blackboard sponge in schools. Paint shops, property management companies, dental laboratories, workshops, nurseries, machine manufacturers, and many other industrial businesses use this high-quality universal sponge not only for cleaning, but also for absorbing, applying, or spreading liquids.



Dimensions pressed: approx. 115 x 35 x 4-6 mm

Dimensions open: approx. 135 x 90 x 37 mm

Color: natural

Minimum quantity: 500 pieces



MAXI

Expanded approx. 153 x 113 x 37 mm

up to 4C printable on the outside

For professional cleaning, especially of large surfaces, the MAXI swellable sponge is a true all-rounder. Its coarse pore structure and large surface area guarantee a very high liquid absorption and retention capacity. The chemical-resistant sponge has a stabilizing, surrounding outer layer, making it particularly robust. Tilers use it, for example, for grouting tiles, workshops and vehicle detailers use this viscose sponge to absorb residual moisture after painting, and printing companies use it to clean their offset printing plates. Wherever cleaning processes or the absorption, application, or spreading of substances are required, the MAXI cellulose sponge is the right solution!



Dimensions pressed: approx. 135 x 35 x 5-7 mm

Dimensions open: approx. 153 x 113 x 37 mm

Color: natural

Minimum quantity: 500 pieces



MULTI

Expanded approx. 135 x 90 x 37 mm
up to 4C printable on the surface

This universal cleaning sponge is versatile and can be used in the kitchen, bathroom, office, workshop, car, or for leisure activities. Compared to the other compressed sponges in our range, the MULTI-Swelling Sponge offers an additional advantage: it has a stabilizing, smooth outer layer on three sides. This layer provides a drying effect after the actual cleaning action, which results from its high liquid absorption capacity. Window installers and building cleaners, in particular, appreciate this added value when cleaning window panes or plastic frames. The slightly different design of this product offers yet another benefit: the plain outer layer across the entire surface provides ample space for your individual advertising message.



Dimensions pressed:	approx. 130 x 85 x 3-4 mm
Dimensions open:	approx. 135 x 90 x 37 mm
Color:	natural
Minimum quantity:	500 pieces



JUMBO

Expanded approx. 180 x 85 x 45/50 mm
up to 4C printable on the surface

The cleaning sponge with the greatest possible swelling effect: compressed, it is delivered as a flat sponge card – in water, it expands within seconds into a classic, semi-circular SPONTEX car sponge, familiar to many consumers from stores. The JUMBO fits very comfortably in the hand and, due to its large size, absorbs an extremely large amount of liquid, making it particularly suitable for cleaning very large surfaces (e.g., on trucks, buses, etc.). The absorbency and retention capacity of the cellulose fibers are just as crucial for a thorough cleaning result as the soft and flexible material structure, which is especially gentle on car paintwork.



Dimensions pressed:	approx. 170 x 80 x 3-4 mm
Dimensions open:	approx. 180 x 85 x 45/50 mm
Color:	natural
Minimum quantity:	500 pieces



SQUARE 16MM

Expanded approx. 135 x 90 x 12/16 mm
up to 2C printable on the surface

Everyone knows them – the standard SPONTEX sponge cloths. If, however, you prefer a more manageable, slightly thicker/stronger cleaning utensil for washing up or wiping, the SQUARE is the solution. It impresses with its dense, fine, and robust pore structure and highly absorbent viscose fibers for particularly gentle yet thorough cleaning. It's flexible and can be used universally on almost any surface as a cleaning sponge or dishwashing sponge. After use, you can simply wash this product – like all our viscose sponges – in the top rack of your dishwasher, ensuring you have the attractive advertising message, which extends across the entire sponge surface, in view for a long time.



Dimensions pressed:	approx. 130 x 85 x 1-3 mm
Dimensions open:	approx. 135 x 90 x 12/16 mm
Color:	natural, white, black
Minimum quantity:	500 pieces



SQUARE 26MM

Expanded approx. 135 x 90 x 22/26 mm
up to 2C printable on the surface

This popular all-purpose cleaning sponge is ideal for the gentle cleaning of all surfaces in the kitchen, bathroom, office, garden, or car. The extra-fine cellulose structure is flexible and comfortable to hold, making cleaning and wiping easier in all the areas mentioned above. The strong capillary effect of the natural fibers allows the sponge to absorb and retain a large amount of liquid. Use it to clean shelves, faucets, or windowsills, as a kitchen sponge, for cleaning tiles in the bathroom, or for washing your garden furniture: the possibilities for using this high-quality viscose sponge are virtually endless, and it also offers an extra-large advertising space for your logo on both sides.



Dimensions pressed:	approx. 130 x 85 x 2-4 mm
Dimensions open:	approx. 135 x 90 x 22/26 mm
Color:	natural
Minimum quantity:	500 pieces

SQUARE BLACK

Expanded approx. 135 x 90 x 30/32 mm,
up to 2C printable on the surface

The new, stylish cleaning sponge in proven SPONTEX quality, like all other promotional sponges, is made of high-quality cellulose, which is highly absorbent and versatile. The SQUARE BLACK has a medium porosity yet an extra-dense and robust fiber structure, making it particularly durable and resistant, so that it is suitable for cleaning large areas of almost all surfaces. Its special feature is its appearance: while this sponge is light grey when delivered, it not only expands to its ready-to-use size when in water, but also develops a deep black color, which – unlike the usual natural color of cellulose sponges – remains visually cleaner even when absorbing heavy soiling.



Dimensions pressed: approx. 128 x 83 x 3-4 mm

Dimensions open: approx. 135 x 90 x 30/32 mm

Color: black

Minimum quantity: 500 pieces



KARREE

Expanded approx. 110 x 90 x 12/16 mm
up to 2C printable on the surface

This slightly smaller, rectangular cleaning sponge impresses with its stylish color, which also makes even heavy wear and tear less visible than a standard, lighter-colored sponge. Its dense, durable sponge structure allows you to effortlessly achieve thorough cleaning results in countless applications. At the same time, the KARREE sponge also absorbs large quantities of liquid, removes residual moisture almost completely, and spreads liquids and cleaning agents wherever needed. An attractive, vibrant print and its unique swelling effect transform this useful everyday tool into an impressive promotional item.



Dimensions pressed: approx. 100 x 80 x 1-3 mm

Dimensions open: approx. 110 x 90 x 12/16 mm

Color: natural, white, black

Minimum quantity: 500 pieces



STIX

Expanded approx. 135 x 90 x 10 mm
1C printable on the outside

These unassuming, compressed viscose sponge sticks, which fit into any drawer, handbag, or box in their compressed form, expand into ready-to-use sponges in water within seconds – a truly impressive effect. Once expanded, they fit perfectly in the hand, and their thin, handy size makes them ideal not only for washing dishes but also for cleaning and wiping in the kitchen, bathroom, or office. On top of all this, these practical household helpers are also sustainable promotional items, as they can be printed with a small inscription or logo on the reinforced edge.



Dimensions pressed: approx. 115 x 10 x 4-6 mm

Dimensions open: approx. 135 x 90 x 10 mm

Color: natural

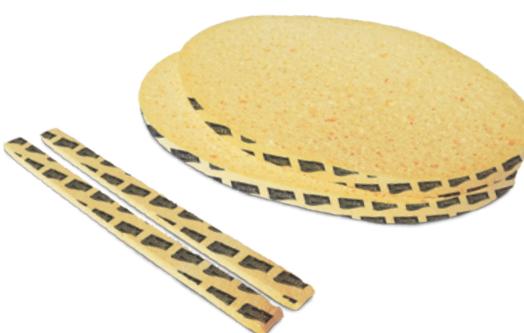
Minimum quantity: 1.000 pieces



SLIM

Expanded approx. 180 x 110 x 10 mm
1C printable on the outside

This dishwashing and all-purpose sponge comes in a compressed, „magic wand“ shape. Only when immersed in water does it absorb approximately 20 times its own weight within seconds, swelling into an oval shape and transforming into the familiar SPONTEX Tuchschwamm. The sponge fits comfortably in the hand and flexibly adapts to the items being cleaned. In addition to the excellent cleaning results achieved by the strong natural fibers when washing dishes or wiping surfaces, users particularly appreciate its high absorbency. After cleaning, the sponge can be wrung out with light pressure to absorb any remaining dishwater or cleaning water from dishes, pots, glasses, cutlery, or surfaces, making subsequent drying significantly easier.



Dimensions pressed: approx. 170 x 10 x 5-7 mm

Dimensions open: approx. 180 x 110 x 10 mm

Color: natural

Minimum quantity: 1.000 pieces



PAD 16MM

Expanded approx. 80 x 12/16 mm
up to 2C printable on the surface

Our extra-fine-pored, round expanding sponge is particularly suitable for applying or removing makeup or cosmetic residue. It arrives compressed, making it very compact and easy to store in any bathroom, makeup case, or makeup bag. Despite its extremely thin form, it is not a disposable product: unlike a cotton pad or tissue, the sponge expands under running water within seconds into a handy, soft sponge approximately 1.5 cm thick. It is very durable and reusable. It can be washed multiple times by hand or in the washing machine (up to 95°C; with print up to 60°C) for hygienic use. It is dermatologically tested, skin-friendly, and completely biodegradable.



Dimensions pressed: dia. approx. 70 x 2-3 mm

Dimensions open: dia. approx. 80 x 12/16 mm

Color: natural, white, black

Minimum quantity: 1.000 pieces

Round pads and ovals are also
available in different sizes!



Dimensions pressed: approx. 120 x 95 x 2-3 mm

Dimensions open: approx. 130 x 100 x 12/16 mm

Color: natural, white, black

Minimum quantity: 500 pieces

Round pads and ovals are also
available in different sizes!



MAKE-UP REMOVER

Expanded approx. 80 x 15 mm
1C printable on the surface

This rather unassuming little sponge only unfolds its full potential upon contact with water: Within a very short time, the dry, compressed cellulose material swells into its round shape and becomes recognizable as a cosmetic sponge. The special peach color and the stabilizing outer layer make it a true cosmetic professional: whether for applying or removing makeup or exfoliants, or for facial cleansing, the MAKE-UP REMOVER has a particularly advantageous, natural pore structure, is extremely soft and pleasant on the skin, highly absorbent and durable, and therefore especially popular with professional users. Adorned with an advertising imprint on the narrow edge of the sponge, this small, hygienic pop-up sponge also impresses with its long-lasting advertising impact.



Dimensions pressed: approx. 70 x 15 x 2-3 mm

Dimensions open: dia. approx. 80 x 15 mm

Color: peach

Minimum quantity: 1.000 pieces



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Website:

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Scan the QR code
now and start the
website



OVAL

Expanded approx. 130 x 100 x 12/16 mm
up to 2C printable on the surface

Our top-selling body sponge is made from pure, compressed cellulose, which expands into a ready-to-use sponge only when soaked in water. This handy and skin-friendly cosmetic sponge impresses with its dense, fine, and robust pore structure, offering a large, attractive advertising space across its entire surface. It cleanses face and body areas particularly thoroughly and, thanks to its unique swelling capacity and long lifespan, is a great, sustainable alternative to other care products made from materials such as cellulose or cotton. These viscose promotional sponges are machine washable up to 95°C (unprinted) and up to 60°C (printed) and are completely biodegradable after weeks of use.

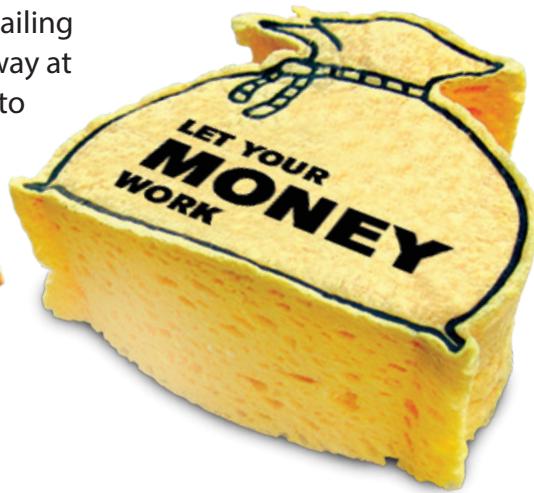


Advertising Sponges



Promotional sponges with individual design

Would you like something a little more personalized? For example, as a mailing booster or as an integrated giveaway at a product launch? We'd be happy to implement your custom design!



- ✓ Almost any shape can be produced
- ✓ Various sponge materials to choose from
- ✓ Min. size for your promotional sponge: approx. 50 x 50 mm
- ✓ Max. custom size: approx. 670 x 310 mm
- ✓ Up to 4-color printing with your design
- ✓ Always includes the unique pop-up effect
- ✓ Sponge colors: natural, black, and white
- ✓ Extremely robust and machine washable up to 60°C
- ✓ Raw material made from renewable plant fibers
- ✓ Completely sustainable and biodegradable



Packaging for advertising sponges

All our promotional cellulose sponges are delivered loose and unpackaged – poured into a large polybag for moisture protection and in a large cardboard box. However, depending on the item and order quantity, various single or multiple packaging solutions are also available upon request – please inquire for details.

FLOW-PACK

Sponges individually wrapped in transparent cellophane (flow-pack); also available with label or insert.



PAPER ENVELOPES

Single or multiple packaging in individually printed paper envelopes (various paper qualities available)



BAG

Single or multiple packaging in a bag (various materials available, including sustainable options such as paper, LDPE, cellulose); also available with label or insert.





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