

## **Thermalabs Tent World Shelters Ready For The Market**

*Thermalabs has said that its entire range of Tent World beach shelters is now ready to hit the market.*

December 27, 2016 (FPRC) -- Cosmetics bigwig Thermalabs has said that its exclusive line-up of beach shelters is ready to hit the market. According to the company's Tent World brand manager, 7 new tents will be launched. These are 'The Sun', Mars, Venus, Neptune, Jupiter, Saturn, and Pluto. This development will most likely increase the price wars in the beach tents market segment. Thermalabs has said time and again that it's looking to give its competition a run for their money.

Thermalabs is an American cosmetics startup that opened its doors in 2013. Just three years in the market, the firm has managed to cultivate a global reputation and increase its' audience to the tune of millions. The company primarily produces self-tanners and tanning accessories but has in recent times encroached to other market areas, including the beach-related and the organic healthcare niches.

Thermalabs Tent World was launched in 2014, as a sub-brand that would take charge of the company's inventory of beach and sports tents. The brand's first ever product was named Mercury. It was an instant pop up beach tent that was introduced in 2015, and that hit the market hard. Mercury was designed to be a sizeable tent that provided above-board protection from the sun's harmful UV radiation, while at the same time creating a conducive shelter where beach-goers could relax after a dip in the water. The tent also featured an extra comfortable bottom meant for kids, and side bags that could be filled with sand for extra stability. Furthermore, it shipped with a compact carry bag for travel convenience, and a printed color guide so users could get going right off the bat. It was the immense success of this product that compelled Thermalabs to make an entire lineup of beach and sports tents.

The new releases will each be named after a planet in the solar system. This will be in accordance with their sizes. For instance, the smallest tent in the lineup is named Pluto, given that Pluto is also the smallest planet. In addition, one more extra large tent will be named 'The Sun'. This will be a mega-shelter that can house a sizeable family or a significant group of beach-going friends or colleagues. The tents will be priced differently based on their size, and whether or not they have custom features.

Ann Spencer, the brand manager in charge of Tent World, said, "We are glad to announce that 7 more beach tents that are part of the Tent World lineup are ready to hit the market. We have been designing and creating these products over the last 9 months and we are finally happy to see them ready for the market. Each of these tents will be named after a planet in the solar system. The largest tent among them will be named 'The Sun' since the sun is the biggest body in the solar system. The different tents will have variable pricing based on their size and features. Tent World beach and sporting tents should be available in major online marketplaces any time from now. Stay tuned to Tent World for a lot more in the beach and sporting world."

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