

Thermalabs Reveals New Tents for Sports, Camping, and the Beach

Thermalabs has just introduced 7 new tents for sports, camping, and the beach.

December 28, 2016 (FPRC) -- Cosmetics manufacturer Thermalabs has introduced an extensive range of 7 new convenience shelters that can be used at the beach, as well as at camping and sporting locations. 6 of these tents will be named after planets in the solar system, depending on their comparable sizes. The remaining one will be a super-sized beach convenience tent named 'The Sun'. This is an interesting move that highlights the company's commitment to providing more beach accessories. The move also puts at 8 the total number of products that Thermalabs Tent World sub-brand has introduced so far.

Thermalabs is a major producer of tanning lotions and accessories. The company started out in 2013, making tanning lotions from natural and organic ingredients. Thermalabs first-ever product was a special formulation created from premium ingredients such as Aloe Vera, Green Tea and Olive Oil. The product was a major success in the market. The fact that it delivered a beautiful tan in just 4 hours (while most other competing products took up to 6 hours) was a big relief to tanning fanatics. The massive success that Thermalabs scored from its pilot launch helped propel it to its current levels of success.

Thermalabs has in recent times diversified its operations to cover the self-tanning, beach-related and organic healthcare market areas. The company's first ever beach-related accessory under the Tent World brand was the Mercury Beach Tent. This was a fairly large tent that included a protective coating to keep off the sun's UV rays, and an extra comfy bottom for kids. The Mercury beach tent also had carry bags on its outside that could be filled with sand to provide extra stability. Notably, the instant popup feature is perhaps what made this tent a hit.

The 7 new tents that the company is launching will have similar features to the Mercury. The tents will be equipped with SPF 30 sun protection, and an instant popup assembly for added convenience. According to Thermalabs, each of the tents will be named after a planet based on its size. 'The Sun' will be the largest tent, while Pluto will be the smallest. Due to its smaller size, the Pluto tent is designed specifically for children and toddlers. It also lacks SPF protection but compensates with kids-themed complementary features.

Ann Spencer, the brand manager in charge of Tent World, said, "Tent World is ready to introduce 7 new beach shelters and outdoor tents to the market. These are all durable, premium-quality tents that will meet the needs of our customers at the beach, at fishing spots, camping sites and any other outdoor location. The tents are equipped with SPF 30 sun protection, and a number of other features that make them even more useful. Better yet, users will be able to select a size that best matches their needs. Pluto is the smallest tent meant for kids, while 'The Sun' is the biggest shelter designed for an entire family or group of people."

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Keywords

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