

Thermalabs Introduces Brand New Ivy Folding Beach Chair

Thermalabs has added yet another beach chair to its convenience inventory.

December 28, 2016 (FPRC) -- Cosmetics brand Thermalabs today announced a brand new Ivy folding beach chair. This comes barely days after the firm introduced its Moon Beach Chair. The company appears to be revamping its beach convenience arsenal, creating more and more products designed to make beach-going much more fun. In addition to beach chairs, Thermalabs has in recent times released a series of beach shelters for use by both kids and adults.

Thermalabs is a leading cosmetics firm based in New York City. The firm opened its doors some 3 years ago, starting out as an entrant producer of tanning lotions. Thermalabs pilot lotion, known as the 'Golden Standard Tanner' did the magic trick. The product was designed from organic and natural ingredients such as Green Tea, Aloe Vera, Olive Oil, and more. It delivered a bronzed tan in well under four hours, compared to competing lotions that took up to 6 hours to show results. Once it hit the online market, and following a well-executed promotion campaign by Thermalabs, this lotion managed to sell over 10,000 in its first market week. This attracted significant attention from authority industry blogs, giving the young startup the exposure it needed to break the competition tug and thus make it.

Thermalabs has in recent times diversified its market areas. The company introduced Supremasea as a sub-brand that would be in charge of Dead Sea minerals-based skincare products. Tent World is Thermalabs sub-brand in charge of all beach tents, while Organic Healthcare is a relatively new sub-brand that specializes in the production of organic healthcare products based on naturally occurring herbs, plants and seeds extracted from the mountains of Galilee in Israeli.

Thermalabs Ivy Folding beach chair happens to be the second beach chair announced by the company before year-end in 2016. The chair folds up flat for easy storage, is lightweight and easy to use. Unlike the lightweight Moon Beach Chair by the company, Ivy Folding chair has a durable steel frame that supports weights of up to 300 lbs. An instant pop open assembly makes it a convenient accessory for use at the beach. Thermalabs has said that in addition to the beach, its Ivy Folding chair is perfect for fishing, camping, and many other outdoor engagements.

"Thermalabs is today glad to announce the launch of its Ivy Folding Beach Chair. This is the second beach chair that we have released before the year 2016 comes to an end. In the coming few days this week, we hope to introduce at least 3 other beach chairs that are already ready for the market. Ivy Folding beach chair is a superb accessory for fishing, camping, and any other outdoor engagements. It features a durable steel frame that supports weights of up to 300 lbs, an intriguing design, and a convenient pop-up assembly for everyday convenience. And that's not all – this chair weighs just 6.6 lbs and measures 21.3 x 22 x 25.2 inches," said Alex Howard, a marketing coordinator at Thermalabs.

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