

Thermalabs Tent World Brand Launches Tent.world Informational Domain

Tent World has launched a new website domain that it will use to share pro information regarding beach and sports tents.

January 6, 2017 (FPRC) -- Tent World today launched Tent.world, a new informational website domain that it intends to use for sharing premium tent-related information with users around the world. This is the first move that the Thermalabs brand has made since it launched at least 5 new beach tents last week. Tent World is a Thermalabs sub-brand that is in charge of all production, marketing and distribution of tent-related products.

Thermalabs, Tent World's parent company is a major success story in the cosmetics niche. The firm launched in 2013, starting out with an introductory tanner known as the 'Gold Standard Tanner'. The product was a major hit in the market, owing to its exclusive natural formation. It also delivered the desired results faster than the competition's products. The immense success story of Thermalabs pilot product has helped it grow to the company it is today. In addition to Tent World, Thermalabs also owns two other sub-brands namely Supremasea and Organic Healthcare.

Ann Spencer, the brand manager for Tent World, has said that the new website domain will be an industry-wide guide for consumers looking to buy any form of tent online. The company will employ a team of 6 bloggers to find relevant information and publish it to the website on a regular basis. Ms. Spencer said that Tent.World will not focus on just the brand's products, but rather all tents available in the market. Some analysts have seen this well-publicized move as a veiled plan by Tent World to market its offerings. But Ms. Spencer insists otherwise.

Currently, Tent World has furnished the market with at least 7 different tent-based products. Each of these tents is named after a planet in the solar system. The first one, Mercury, was introduced towards the end of 2015. It was marketed as a sizeable beach tent that came with a protective coating to keep away the sun's harmful UV radiation. The tent also had an extra comfortable bottom for kids and outer side pockets that could be filled with sand for extra stability on the beach environment. Most of the company's new tents will have similar properties. The largest tent is named 'The Sun', and can shelter a large family or group of people. Tent World's smallest tent is named Pluto (since Pluto is the smallest planet) and is designed to shelter children at the beach.

Ms. Spencer has said that tent buyers will be able to access a variety of information from tent.world free of charge. This will include independent reviews of each and every tent available in the online market, as well as use recommendations. The company will also publish instructional guides for the correct use of beach and sports tents. Ms. Spencer has said that Tent.world is her company's contribution to educating consumers in the niche.

Contact Information

For more information contact Jill James of Thermalabs (<http://www.thermalabs.com/>)

Keywords

[Tent.world](http://tent.world)

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