

Thermalabs 'The Sun' tent hits the market

Thermalabs has said that its largest beach tent, The Sun, is now available in the market.

January 17, 2017 (FPRC) -- Cosmetics firm Thermalabs has said that its 'The Sun' tent is now available in the market. This announcement comes less than a month after the firm said that it had made a new batch of beach tents that would serve the needs of varied audiences. The company had listed at least 7 new tents that were in their final pre-launch stages and said that 'The Sun' would be its largest tent-based product so far.

Thermalabs is a top American firm that produces self-tanners, beach t-shirts, beach tents, and a whole range of other cosmetics or leisure products. The company's traditional influence is felt in the self-tanning space, where it has furnished users with a whole range of organic tanning lotions, including its very popular Gold Standard Tanner. In addition to tanning lotions, Thermalabs is also well known for tanning accessories such as the Ultimitt.

Over the last few years, Thermalabs has been executing its ambitious diversification strategy. Part of this strategy has entailed focusing on other market areas. Thermalabs announced its Tent World sub-brand sometimes in 2015. This is a semi-autonomous arm of the company that focuses exclusively on beach and sports tents. Headed by its own manager (Ann Spencer), Tent World has so far released nearly 10 unique tents, each of which is named after a planet in the solar system. 'The Sun' is the largest-ever tent in the Tent World inventory. The smallest tent, on the other hand, is Pluto.

'The Sun' tent measures 300 x 300 x 250 cm, which makes it incredibly large. It can house a group of people or an entire family. Thermalabs has said that each one of its beach tents ships with a free carry bag for travel convenience. The company has also designed its tents products in such a way that they pop up open for use, and easily fold down for storage. 'The Sun' tent is meant to provide shelter from unpredictable rain showers, gusts of wind and sand while at the beach. However, the tent also comes in handy in any other outdoor location. For instance, it can be used at a public park, campsite, fishing site, or any other outdoor sport for that matter. The tent features a protective coating that keeps off the sun's rays and thus shields the occupants' skin.

According to Alex Howard, a brand manager at Thermalabs, the tent will now be available via the company's official website, as well as leading e-commerce marketplaces. Thermalabs is looking to make a score and give the competition a run for their money with their largest ever tent.

Contact Information

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