

New Moon Saucer Chair by Thermalabs Hits the Market

The new Moon Saucer chair by Thermalabs is now available in the market.

January 21, 2017 (FPRC) -- Thermalabs has said that its latest launch, the Moon Saucer chair, is now available in the market. This product was introduced by the yesterday, during an event held at the company's headquarters in New York. It adds to the significant list of product launches that Thermalabs has made this year. Since January 1st, the company has furnished the market with an extensive range of at least 8 beach tents, 5 beach chairs, and a folding beach bed. Thermalabs has started the year on a high note and promised to make 2017 its busiest yet production year.

Thermalabs is a premium cosmetics brand based in New York City. The firm was only founded in 2013 but has managed to record significant growth since then. Thermalabs pilot launch was a tanning lotion that sold like hotcakes and attracted massive coverage from top industry blog and cosmetics-focused press outlets. The secret to this success was an all-natural formulation that included premium ingredients such as Aloe Vera and Green Tea. The company was apparently able to build on this initial success to create a strong brand that has so far proved to be a force to reckon with in the self-tanning niche.

Lately, Thermalabs has been diversifying its revenue-generating operations in line with a long-term growth blueprint, the firm has launched various sub-brands and invested in diverse market areas. Supremasea, Thermalabs first sub-brand, creates skincare lotions based on Dead Sea mineral salts. Tent World is another brand that's in charge of all outdoor tents. Mid 2016, thermalabs launched Organic Healthcare, its new Israeli-based sub-brand that will manufacture organic healthcare products based on naturally sourced ingredients. Thermalabs Organic Healthcare will ride on over 1000 years of healthcare knowledge sourced from the Rambam.

Thermalabs Moon Saucer chair has been seen as an attempt by the company to furnish its beach-going audience with more convenience accessories. The chair is a great way to relax and enjoy some peaceful time while at the beach. However, it also works great in any outdoor locations, as well as in indoor spots such as the balcony, bedroom and living room. It features a black, elegant design that's aesthetically appealing. According to Thermalabs marketing coordinator Alex Howard, Moon Saucer chair was built from durable polyester material and a sturdy steel frame. The chair is both adjustable and foldable, which means it gives users more flexibility as compared to traditional recliner chairs (which are often bulky).

Mr. Howard has said that he hopes the Moon Saucer will be a major market hit. He argues that the company's focus on quality, comfort, and convenience while manufacturing beach products has always paid off. Howard said that starting today, the company's consumers can get the Moon Saucer chair on Amazon.com, and on the company's own website – Thermalabs.com.

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Keywords

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self-tanning](#)

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