

## Tent World Launches New Beach Tent

*Thermalabs Tent World brand has launched a new beach tent going by the name Mars.*

February 10, 2017 (FPRC) -- Tent World, a leading brand for beach and sports tents, has introduced yet another product – the Mars beach tent. This is a premium shelter that caters for the needs of a small family in any outdoor environment. Mars is one of 9 different tents that Tent World has launched since the beginning of this year. It underscores the firm's commitment to furnish the market with an extensive variety of outdoor tents.

Tent World is a sub-brand by Thermalabs, the U.S based cosmetics bigwig. Thermalabs primarily manufactures self-tanners and tanning accessories. In recent times however, the company has diversified to other market areas and launched a string of sub-brands, including Tent World, Supremasea, and Organic Healthcare. While Tent World is tasked with producing and marketing outdoor tents all over the world, Supremasea is the company's branch that creates top-quality skincare products based on Dead Sea salts. On the other hand, Organic Healthcare is a fairly recent Thermalabs arm that's tasked with producing healthcare products based on 100% bio-organic formulations.

Tent World was announced in 2015, shortly after which it released its first ever product, the Mercury beach tent. This was a significantly large tent that featured a protective coating to keep occupants safe from the sun's harmful UV radiation. Mercury tent also had an extra-comfy bottom that was ideal for kids, and side carry bags that could be filled with sand to increase stability. It's perhaps the immense success that this tent witnessed in the market that Thermalabs decided to go ahead and produce many other similar products.

Mars beach tent is an easygo compact cabana that measures 47 x 47 x 106 inches, and opens up instantly for easy set up. The tent can also be folded down for storage or transportation within seconds. The tent will work great for babies or a small family. According to Tent World, the Mars beach tent is a premium accessory for individuals who are looking to go out to the beach. In addition, it works quite well in any other outdoor environment, from a camping location to a public park and private garden. The Mars beach tent features a thoughtful design, and comes with 30 SPF coating that protects occupants from the sun's rays.

Miss Ann Spencer, brand manager in charge of Tent World, has said that this product will now be available to consumers through Amazon.com, as well as via the company's official website – <http://www.thermalabs.com>.

In addition to Mars, other tents that Tent World has launched in recent times include 'The Sun', Venus, Neptune, Saturn, Jupiter, Uranus, and Pluto. Each of these tents is named after a planet in the solar system, depending on its relative size. 'The Sun' is the largest tent in this collection, while Pluto is the smallest - meant for use by toddlers.

### Contact Information

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**Keywords**

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