

## Tent World Launches Pluto Pink Outdoor Shelter

*Tent World today launches launched its Pluto Pink outdoor shelter*

March 23, 2017 (FPRC) -- Tent World, a leading producer of outdoor shelters based in New York City, today announced their Pluto Pink outdoor shelter. The new tent is designed to keep infants safe from the sun, sea-breeze, and rain. This is the 13th outdoor tent that the company has announced over the last 6 months.

Tent World is an emerging brand that manufactures outdoor tents. The company started out in 2015 when they introduced their Mercury outdoor beach tent. This was a premium shelter that had a protective coating to keep occupants safe from the sun's harmful radiation, and a number of other features. The tent had side bags that could be filled with sand for extra stability while at the bag, as well as an extra-comfy bottom designed for kids. The Mercury tent was a major hit in the market, selling over 200 units on its launch day on major e-commerce retailer Amazon.com.

Tent World names its shelters after planets in the solar system. The company's largest tent is named the Sun, to its extra-large size, the Sun tent can shelter an entire family or small group of friends. On the other hand, Pluto is the smallest tent in the Tent World line up. Compared to the company's other shelters, Pluto tent is so small that it is meant for use by toddlers and infants. Other tents include Uranus, Venus, Jupiter, Neptune, and Mars.

According to Tent World, the new Pluto pink beach shelter blends convenience and simplicity. The tent is a cozy shelter where kids can relax and play in any outdoor environment. The tent is ideal for the beach, but can also be used in a Public Park, private garden, camping location, picnic site, etc. The tent ships with a compact carry bag, as well as clear usage information. It also features an instant pop-up assembly so it can be set up in a matter of seconds.

Tent World has said that the new tent will be available to the company's consumers in the United States and Europe. The company will be shipping the first 1000 units with a free coloring book to keep kids occupied.

Ann Spencer, the brand manager for Tent World, said, "We are excited today to announce our brand new Pluto pink beach tent. This is a top-quality outdoor shelter that protects infants from the sun, wind and the rain at the beach. The tent also comes in handy at the public park, private garden, and any other outdoor location for that matter. We will be shipping the first 1000 units of this shelter with a complimentary free coloring guide to keep kids occupied while in the shelter. Customers within the US and UK can get this product via Amazon."

### **Contact Information**

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### **Keywords**

[Amazon](#)  
[outdoor shelter](#)  
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