

Tent World Launches Massive New Beach Tent

Tent World has just launched a massive new beach tent

March 28, 2017 (FPRC) -- Tent World has launched a massive new canopy-shaped outdoor tent that can house up to 12 people. Named 'The Sun Beach Shelter', this tent is designed for use during BBQ parties, picnics, camping, and outdoor expedition. It also makes 13 the total number of outdoor shelters that Tent World has launched over the last few months. Apparently, the company appears determined to furnish the market with an extensive range of its own outdoor shelters.

Tent World is an emerging firm that creates classic outdoor tents. The company opened shop two years ago, starting out with a pilot launch that was known as the Mercury beach tent. Following a proper pre-marketing campaign by the company, the Mercury tent was a major success. It managed to sell over 1000 units on day one through the company's official website. The success of this tent indeed created a solid platform from which the young brand could prospect its future releases.

The Mercury beach tent featured a protective coating that kept off UV rays. It was also designed to be hospitable to kids and had extra side pockets that could be filled with sand to increase stability in windy beach environments. Mercury tent shipped with a compact carry bag and could be set up within a matter of seconds. Industry insiders have repeated that these outstanding features helped make the company's initial launch a success.

Tent World names all its products after planets in the solar system. The smallest tent in the line-up is named Pluto. Other tents include Venus, Mars, Jupiter, and Neptune. The new Sun beach tent is the largest in Tent World's ever expanding inventory. According to the company, this tent will shelter an entire family or group of beach-going friends from the sun or unexpected rain showers at the beach. The Sun tent is equipped with a UPF 30 fabric that protects occupants from harmful UV rays. The American Cancer Society has said excessive exposure to the sun is one of the leading causes of skin cancer today.

According to Ann Spencer, a senior brand personality at Tent World, the new product can be set up within a matter of seconds. It is equipped with an instant pop-up mechanism that's easy to master for new users. Like all other of the company's tent, The Sun shelter can also be easily folded down after use. The tent also works great as a shelter in a public park, private garden, and other outdoor settings.

Ms. Spencer has said that the new tent will be available to the company's customers via Amazon.com, the world's leading e-commerce retail outlet.

Contact Information

For more information contact James Aloye of Tent World (<http://tent.world>)

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