

Thermalabs to Expand Its Beach Accessories Inventory

Thermalabs today said that it's making plans to expand its beach-accessories inventory.

April 19, 2017 (FPRC) -- Thermalabs, a premier manufacturer of cosmetics and lifestyle accessories, has said that it's working to revamp its inventory of convenience products for beach goers. The company has said that it will increase its research and production budget for the third and fourth quarters of the year, in a move that will likely see it announce dozens of releases over the next few years. Thermalabs has come a lot way to be one of the leading providers of organic cosmetics and beach convenience products in the market today.

The firm was established back in 2013 during a launch event held in New York City. Thermalabs first-ever product, the original self-tanner, was a major hit in the market. Following a comprehensive marketing run, this organic tanning lotion managed to sell over 10,000 units within the first week in the market. This helped attract a lot of positive coverage from established industry blogs and gave the new brand the exposure it needed to establish a foothold in a rather cutthroat global cosmetics market. Today, Thermalabs has furnished the market with over three dozen various products in the self-tanning, beach-convenience, and skin health categories.

Over the last few years, Thermalabs has been drifting away from self-tanning and moving to beach-convenience products. The company has announced over a dozen new products meant for beach goers over the last 12 months. These include beach tents, beach t-shirts, sunscreen lotions, beach chairs, and beach beds. The company also said that it's considering changing its slogan from 'self-tanning reloaded' to 'life's a beach'. Thermalabs move to this beach-convenience space doesn't come at the expense of its self-tanning operations. According to Alex Howard, a marketing coordinator at Thermalabs, the company is still producing its popular tanners, as well as coming up with new products for its tanning audience.

New research efforts to come up with innovative beach-convenience products will be concentrated at Thermalabs headquarters in New York City. However, the company has said that it will ship a team of researchers to Israel and other satellite destinations to conduct some field research incorporating users views and needs.

"For the last few years, Thermalabs has been a premier provider of quality cosmetics products. But as time passes, we are looking to diversify into other areas. One of the decisions that our executive board has made in recent times is to invest heavily in beach convenience products. We have launched more than a dozen releases for the beach-going audience over the last one year and we have seen a lot of potential in this area. Thus, our company is going to focus on more beach tents, beach chairs, sunscreen lotions, and similar products that make beach-going much more fun and convenient..." said Mr. Howard.

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