

New Site to House Thermalabs Collections Launched

Thermalabs products and accessories will now be available via a new site

April 20, 2017 (FPRC) -- Thermalabs, a world renown manufacturer of self-tanners and tanning accessories, has said that its products and accessories will be available to consumers via a new domain. Thermalabs.biz will be a shopping-purposed site that will house the company's inventory, as well as offer deals and shopping tips to consumers. The company is looking to increase usability, and make it easier for its audience to access first-hand information related to product offers and discounts.

This move comes at a time when the company has made major efforts to increase its product range, as well as expand into new market areas. Over the last two years, Thermalabs has dramatically increased its research and production budget. The company has also introduced its most popular products in regions outside its traditional U.S market dominance. The firm's products are now available in the UK, Germany, France, Italy, and a number of other markets in Europe and Asia.

Thermalabs is a leading manufacturer of self-tanners. The company started out sometimes in 2013, introducing a pilot product that was known as the 'Original Self Tanner'. Created from natural and organic ingredients such as Green Tea, Aloe Vera, and Olive Oil, this tanning lotion was a major hit. It managed to sell over 10,000 units in week one and attracted the industry attention that the new brand needed to make it in a very competitive space. Thermalabs used the brand exposure it attained with the launch of the Original Self Tanner to stage a successful launch of its subsequent releases, including the Ultimitt tanning mitt, the Glow2Go disposable wipes, and the Premium exfoliating mitt.

In a move that's been seen to be part of a larger diversification strategy, Thermalabs has introduced at least three new sub-brands. The first sub-brand, Supremasea, was introduced in 2013. It focuses on the company's skincare formulations that are based on Dead Sea salts and minerals. Tent World, Thermalabs second sub-brand, manufactures outdoor shelters for use at the beach and other outdoor locations. The company last year also introduced Organic Healthcare, a new sub-brand that will focus exclusively on organic health products created from 100% bio-organic ingredients.

Previously, Thermalabs has been selling its products through its official site – Thermalabs.com – as well as Amazon.com and other e-commerce outlets. While the firm will still make its wares available on third-party online retail stores, it has said that it'll port all listings from Thermalabs.com and ship them to Thermalabs.biz. The new site will provide information related to the company, its products, as well as available deals. Alex Howard, Thermalabs top marketing coordinator, has said that the company hopes the new move will streamline the customer experience.

Contact Information

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Keywords

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