

## Tent World to Introduce its Products in Asia

*Tent World has said that it's expanding to Asia*

April 25, 2017 (FPRC) -- Tent World today said that it's working to introduce some of its most popular products in the Asian market. The company has said that it's already talking to distributors in Japan, China, Singapore and a few other big Asian markets to see how some of its most successful markets can be stocked in both online and local stores. The move comes barely 3 months after the company kick-started efforts to avail its wares in the European market. Tent World's products are currently available in the UK, France, Germany, Italy, and a few other European markets.

Tent World's is one of the world's fastest growing producers of outdoor tents. The company launched back in 2015 but has so far managed to flood the market with over a dozen top-quality tents for use at the beach and on other outdoor locations. Tent World's pilot product, Mercury beach tent, was a major hit in the market. The product featured a market-first protective coating to keep away the sun's (potentially) harmful UV radiation, and a special bottom that made it comfortable for kids even in sandy environments. The tent was also large enough to fit members of an entire family and could be opened within seconds due to its instant popup operation mechanism.

All of Tent World's products are named after solar system planet. The largest tent in the line-up is named the 'Sun' because the sun is also the biggest body in the solar system. The company's smallest tent, on the other hand, is named Pluto (just like Pluto is the tiniest planet). Other tents by the company include Venus, Mars, Jupiter, Neptune, and Uranus. The Sun tent is so large that it can fit an entire group of beach-going friends or a large family. On the other end, Pluto tents are so tiny that they are meant for use by children and toddlers.

Tent World includes its special instant popup mechanism in all its tents. This makes it super easy to set up the tents for use and fold them down for storage after use. Although there's a somewhat significant learning curve involved, consumers can get each tent up within seconds once they master the procedure.

Ann Spencer, the brand manager in charge at Tent World, said, "Tent World is looking beyond the horizon. Over the last few months, we have been working extra hard to have some of our top products available in European markets such as the UK, Italy, France, Germany and Spain. This has been a successful undertaking, and we're now looking to bring the game to Asia. Our company's representatives are already in talks with some of the largest distributors in Asia and a few other Asian countries to find an executable plan that will end with our products available in both local and online stores within Asia."

### Contact Information

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### Keywords

[outdoor tents](#)

[The Sun tent](#)

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