

Thermalabs Launches New Online Store

Thermalabs has launched a new, online store where it'll be selling its cosmetics products

May 4, 2017 (FPRC) -- Thermalabs has launched a brand new online vendor website, Thermalabs.biz, where it said it'll be selling its products. Previously, the company's inventory was available via its official website – Thermalabs.com – as well as a variety of third-party e-commerce outlets. The company said that its official website will from now on be dedicated to providing general information about the company, and its engagements around the world. Alex Howard, a senior marketing coordinator working at Thermalabs, said that the decision to launch a separate e-commerce entity with Thermalabs.biz was motivated by the need to provide better service to customers.

Based in the City of New York, Thermalabs is a premier manufacturer of self-tanners and other cosmetics products. The company started out making organic tanning lotions back in 2013. The first product launched by Thermalabs was known as the Organic Self Tanner and featured a cocktail of natural ingredients such as Aloe Vera, Japanese Green Tea, and Olive Oil. Organic Self Tanner delivered a beautiful tan faster than most other tanning lotions and was an instant hit in the market. Thermalabs has said that it managed to move over 10,000 units of its pilot launch in the first week along. The success that the company generated from this launch was paramount for the successful launching of its subsequent releases.

Today, Thermalabs has furnished the market with an extensive range of at least three dozen products, most of which are tanning lotions and tanning accessories. The company has also diversified into other market areas, as it seeks to establish itself as the go-to provider of cosmetics products around the world. In 2014, the company launched Supremasea, a new brand that is now in charge of all skincare products created from Dead Sea salts. Thermalabs also launched Tent World, a brand that manufactures outdoor tents, and Organic Healthcare, which makes 100% bio-organic health products using naturally occurring ingredients that are sourced from the mountains of Galilee in Israel.

The decision to launch Thermalabs.biz will perhaps add value to the company's prospecting efforts. Previously, users had a hard time accessing the latest launches via the company's original website Thermalabs.com. According to Mr. Howard, there were no semantical categories and relevant brand and product information to guide users where were completely new to the brand. But with the new platform, however, Mr. Howard says that the company has compartmentalized all of its products, and offers an easy and intuitive shopping process. In addition to Thermalabs.biz, Thermalabs has said that it will continue selling its products in popular third-party marketplaces such as Amazon.com.

Contact Information

For more information contact James Mell of Thermalabs (<http://www.thermalabs.com/home/>)

Keywords

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