

Thermalabs Beach Bed Available Online

Thermalabs brand new beach bed is now available online

May 19, 2017 (FPRC) -- Thermalabs has said that it's recently launched brand new folding beach bed is available online. According to Alex Howard, the company's lead marketing coordinator, the launch of the new product underscores the company's commitment to the needs of beach-goers. Over the last few year, Thermalabs has launched dozens of new products targeted for the beach-going market. The company recently launched at least 5 different beach chairs for this market segment.

Thermalabs is a premier producer of self-tanners and other products meant for the self-tanning niche. Thermalabs started out as a small-scale creator of organic tanners. The firm's pilot launch was a tanning lotion known as the Original Self Tanner. Created from highly organic and natural ingredients such as Aloe Vera and Green Tea, and following an intense pre-launch campaign by the company, Original Self Tanner was a major hit in the market. The lotion managed to sell over 10,000 units within the first week on the market. This blow-away success attracted the attention of industry bloggers and even a section of media outlets, who highlighted the company's use of safe, natural ingredients to create alternative tanning lotions. Thermalabs followed up their initial launch with a few other products, including the likes of Glow2Go, and the Ultimitt.

Over the last few years, the company has diversified into various market niches and created four distinct sub-brands to take charge of its niche operations. Supremasea, Thermalabs first sub-brand, is in charge of the company's skincare lotions and other products meant to boost skin health. Tent World manufactures outdoor tents for use at the beach, public parks, camping sites, etc. Thermalabs Organic Healthcare, which was launched last year, creates organic health products based on totally natural ingredients. Thermalabs Air, the fourth and last sub-brand that the company has created, creates airbrushing systems for self-tanning and other applications.

Thermalabs has also increased focus on beach-related products over the last couple of years. In addition to its broad selection of beach chairs and beach beds, the company manufactures beach tents, beach T-Shirts, sunscreen lotions, and other convenience products for beach-goers. Thermalabs has also hinted at changing its logo from 'self-tanning reloaded' to 'life's a beach'.

"Our new product, the folding beach bed, is now available online. Thermalabs is always working to suit the needs of beach-goers and the addition of this product into our portfolio of beach-convenience products. The new folding beach bed is a great accessory for anyone who's looking to read a book, enjoy the sun, or just relax after a long dip in the water at the beach. The bed is 6" in length, and can support weights of over 200 pounds. Our customers can now get this new accessory online via our official shopping site, or via Amazon.com," said Mr. Howard.

Contact Information

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

Keywords

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