

Tent World Expands to Italy

Outdoor tent maker Tent World has opened shop in Italy

May 19, 2017 (FPRC) -- Tent World, one of the leading makers of beach and outdoor tents in the market, has set up shop in Italy. This comes at a time when the company is looking to establish itself as the go-to manufacturer of beach and outdoor tents worldwide. In recent times, the firm has made major efforts to expand its market presence, setting up shop in large European markets such as the UK, Germany, France, and lately Italy. The new move will probably have positive ramifications for the brand, which has committed itself to fulfilling the needs of beach-goers. Industry insiders that said that over the next few years, Tent World will likely record massive growth if it continues on its current course of global expansion.

Launched back in 2015, Tent World is one of the leading manufacturers of beach and outdoor tents worldwide. The firm started out with an introductory outdoor beach tent known as Mercury. This was a medium-sized beach shelter that had a protective coating to keep away the sun's harmful radiation. Tent World's pilot tent also featured an instant popup assembly and came with an extra-comfy bottom that made it ideal for kids. Mercury beach tent was a major success in the market, so much so that the company was compelled to manufacture more similar products.

Currently, Tent World has furnished the global market with an extensive range of over a dozen outdoor beach shelters. These are top quality outdoor shelters that are meant to cater for the needs of beach goers. Each tent from Tent World is named after a solar system body, depending on its relative size. The largest tent in the series is named the Sun because the sun is the largest body in the solar system. On the other end, the smallest Tent World product is named Pluto, after the smallest planet in the solar system. While the Sun tent is so large that it can accommodate a group of up to 12 people, the Pluto tent is so tiny that it can only accommodate one or two small children. Other tents in the lineup include Mars, Jupiter, Venus, Uranus, and Neptune.

All tents by Tent World will now be available in Italy, thanks to the company's move to expand its market geography. Ann Spencer, the ranking brand manager at Tent World, said, "for a long time, Tent World's products have only been available in our traditional U.S base, and a few other markets. But moving forward, we are determined to cultivate a global presence. Lately, we established market presence in the UK, Germany, and France. Today, we are glad to announce that our products will also be available in Italy. As of now, our tents are available to customers via Amazon Italy, but we're working on distribution partnerships to have our tents available in leading retail stores in the country as well."

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