

Tent World Sets Up Shop in Germany

Tent World has set up shop in the German market

July 29, 2017 (FPRC) -- Tent World has opened up shop in Germany, and poured its products onto the market. This is interesting given that just recently, the firm launched in the UK and Italian markets, introducing seven of its most popular tents in two of Europe's largest markets. The move to launch in Germany comes at a time when the company is looking to establish itself as the go-to provider of beach and outdoor tents in the market right now.

Tent World is a leading manufacturer of beach and outdoor tents. The company opened shop some two years ago but has thus far managed to establish a foothold in the market. Tent World's pilot product was an outdoor tent that had a protective coating to keep off the sun's harmful radiation. Dubbed the Mercury beach and outdoor tent, this product also had an extra comfortable bottom for kids, as well as side-pockets that could be filled with sand for extra stability.

Today, Tent World has furnished the market with an extensive range spanning over 10 different tents. Each of these is named after a planet in the solar system, based on its relative size. The largest tent in the series is named the Sun, and is large enough to accommodate a group of up to 12 people. On the other end of the size spectrum is Pluto, which is so small that it can only accommodate kids or toddlers. Pluto tents are available in a variety of colors and customizations. Other popular tents by the company include Venus, Mars, Uranus, and Neptune.

The entry of this brand into the German market will probably lead to soaring sales and increased brand popularity. Tent World's brand manager, Ann Spencer, has said that the Pluto Green, Pluto Blue, and Pluto Pink tents can be accessed by consumers in the German market.

"Our entire team is glad to break into the German market. Over the last few years, we have been looking to increase our market presence and have expanded into the UK, Italy, France, and other market regions. Our products are now available in the German market. Already, our customers in Germany can access the Pluto Green, Pluto Blue and Pluto Pink beach tents that are ideal for kids and toddlers. We are also working on having our Mercury, Venus, Mars, and Uranus available in this particular market. At Tent World, we're keen to furnish our market with top-quality outdoor tents that they can count on anytime on the go....," said Ms. Spencer.

Contact Information

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