

Thermalabs Iris Beach Chair is Now Available in the UK

Thermalabs today introduced its new Iris beach chair in the UK market

August 19, 2017 (FPRC) -- Cosmetics power brand Thermalabs has today introduced a brand-new product in the UK market. The new product is a beach chair that's known as Iris, and that's designed for use in any outdoor location. This is the fifth beach chair that Thermalabs has launched over the last few months, and it underscores the firm's commitment to the needs of beachgoers. Over the last few weeks, Thermalabs has introduced a number of its popular products in the European market, as it seeks to increase its market coverage. The decision to introduce the Iris beach chair in the UK market space will probably see increased sales and improved brand awareness for the company.

Thermalabs is a premier producer of self-tanner and cosmetics lotions. The firm started out about three years ago, launching a pilot tanner that was known as the Gold Standard Tanner. From the onset, this particular product was designed to impress and deliver. It was formulated from rare ingredients such as Green Tea and Aloe Vera and delivered a great tan within four hours, which was notable given that similar products from the competition needed up to 6 hours to show results. Upon launch in the market, this product sold like a hotcake. It managed to sell over 10,000 units within just the first week in the market, and created a solid foundation upon which the company could successfully launch its upcoming releases.

Thermalabs has thus far furnished the market with nearly 50 different products, most of which are either self-tanners or tanning lotions. Nonetheless, the last two years have seen the company execute a gradual shift from self-tanners and cosmetics to beach-convenience products. To date, Thermalabs has produced numerous beach accessories, ranging from beach chairs to beach t-shirts and sunscreen lotions. According to Alex Howard, Thermalabs marketing coordinator, the firm is also considering changing its slogan from 'Self-Tanning Reloaded' to 'Life's a Beach'.

Thermalabs Iris folding beach chair is a portable and lightweight chair that can be used at the beach. It has a compact design, which all the same makes it easier for transportation. According to the firm, this particular chair has an arm rest, and a cup holder so you can enjoy total convenience. It can support a weight of up to 140 kgs, and can be used indoors or in any outdoor location.

According to Mr. Howard, UK customers who are interested in this product can now obtain it online at Amazon.co.uk.

Contact Information

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

Keywords

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