

Thermalabs to Increase Production in Readiness for Holiday Shopping Season

Thermalabs has said that it's increasing production

October 27, 2016 (FPRC) -- Thermalabs is increasing production of its tanners and other products in anticipation of the upcoming holiday shopping season. This comes barely days after the firm said that it would be announcing massive holiday shopping promos, deals, and discounts in the coming few weeks. This is no surprise considered that the company is known to make record-breaking sales on holidays and other significant days.

Thermalabs is one of the leading players in the global cosmetics industry. The company manufactures self tanners, self tanning accessories, spray tanning machines, beach-related accessories, and lately organic healthcare aids. The firm is based in New York City but operates a number of production facilities in other parts of the world. Traditionally, Thermalabs influence and innovation have been felt in the self-tanning space, but the company is making huge efforts to diversify to other market sectors. In 2015, the company established Supremasea, a new sub-brand that'd take charge of marketing all its skincare products based on mineral salts from the Dead Sea. To date, Supremasea has supplied the market with four different products: Tan Enhancer, Lavender Body Scrub Exfoliator, Vanilla Patchouli Body Scrub Exfoliator, and Shea Body Butter. Tent World is the other sub-brand that Thermalabs has established. It was started earlier this year with the aim of taking over marketing of Thermalabs tent-related products. Thermalabs Organic Healthcare, on the other hand, is the sub-brand in charge of the company's upcoming range of top-notch health products based on seeds, herbs, and plants extracted from the mountains of Galilee in Israel.

Collectively, the company has launched at least 30 different products into the cosmetics industry. Most of these are either trending products or bestsellers in their respective categories. According to critics, Thermalabs obsessive focus on quality has made it the successful company it is today. The firm is also able to roll out ingenious marketing campaigns that point out the qualities of its products as compared to the competition's offering.

Thermalabs marketing coordinator, Mr. Alex Howard, said, "Thermalabs is increasing its focus on production activities around this time of the year. The goal here is to have more than enough units available for our customers during the busy shopping months of November and December. Recently, we had a massive promotion during our 'birthday party, and we sold tens of thousands of units within just 24 hours. We know that Black Friday, Cyber Monday and other upcoming holidays are serious days for our sales and are looking to be ready to service our customers' needs. Our marketing department has come up with a list of top-performing products whose supply needs to be replenished. These include the Glow2Go tan wipes, the Ultimitt applicator mitt, the travel sized tanner, and the protectan sunscreen lotion. We will also increase the supply of Supremasea products that have been introduced into the market recently, such as the Shea Body Butter."

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Keywords

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[Body Scrub Exfoliator](#)
[self tanning accessories](#)

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