

Thermalabs Tent World Brand to Invest More in Beach Accessories

Tent World is investing more in beach accessories 2017

February 25, 2017 (FPRC) -- Tent World has said that it is investing in beach-related accessories this year. The company's operations have usually revolved around beach, sports, and outdoor tents. So far, Tent World has furnished the global market with at least ten outdoor tents. But according to Ms. Spencer, the company realizes that there's increasing need to establish itself as a premium provider of beach-related accessories, especially at a time when the company's star appear to be shining in the global space.

Tent World is owned by Thermalabs, a major producer of cosmetics products based in the City of New York. The company has been in operation since 2015 when it launched its first ever product – the Mercury beach tent. This was a unique concept tent that featured a protective coating that shielded occupants from the sun's harmful UV radiation. It also had an extra bottom to provide comfort to toddlers and small kids. Critics have said that the tent's superior performance paved the way for Tent World to create more similar products.

Currently, Tent World is headquartered in New York City.

Each of the 9 tents that the company has introduced so far is named after planets in the solar system. The largest tent is named 'The Sun', while the smallest one is called 'Pluto'. The Sun tent is large enough to accommodate a significant group of people or a large family. It provides an ideal shelter for people to relax at the beach, at their own private garden, at a picnic park, or any other outdoor location for that matter. On the other hand, the smallest tent, Pluto, is designed to cater for the needs of toddlers. It provides an elaborate shelter for kids while their parents are having fun at the beach. Pluto tents are available in a variety of colors, and ship with a coloring book to keep kids occupied. Other tents by Tent World include Venus, Mars, Saturn, Jupiter, and Neptune.

Perhaps the most notable feature about Tent World's outdoor range of tents is the fact that they are easy to set up and fold down after use. Each tent features an automatic pop-up assembly that allows it to be set up or folded down within seconds. In addition, the SPF 30 protective lining also makes a lot of difference for users who are extra serious about protecting their skin from UV radiation.

Ann Spencer, Tent World's brand manager, said, "It's been an incredible journey for the Tent World brand thus far. We have managed to launch nearly a dozen different outdoor tents, and the general market outcome has been excellent. Moving forward, our company has decided to invest more in accessories that contribute to the convenience of beach goers. Our goal is to establish a top-quality brand that caters to all the needs of beach-goers, and we are going to see a lot of interest, research and product innovation in that area. Later in the year, we're going to have at least a few products (outside of beach tents) available for our global users. Stay tuned to Tent World for more..."

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Keywords

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