

## **Tent World's Pluto Tent Now Available in the French Market**

*Pluto tents by Tent World are now available in the French Market*

July 28, 2017 (FPRC) -- Tent World has just announced that its Pluto series of beach and outdoor tents are now available in the French market. The Pluto tents, which include a Park Green, a blue, and a pink variation, are designed for use by kids and toddlers. This move comes at a time when the company has said that it's looking to increase its market presence in Europe. Over the last few weeks, Tent World has introduced a number of its best-performing products in the UK, Italy, Germany, France and other European markets. Apparently, the firm is looking to establish itself as the go-to provider of tent-based outdoor shelters.

Tent World is a sub-brand owned by Thermalabs, one of the world's leading producers of cosmetics. Thermalabs is based in the United States (New York City) but operates a number of production centers in other parts of the world. In addition to Tent World, other sub-brands that the company owns include Supremasea, Thermalabs Organic Healthcare, and Thermalabs Air. Supremasea is the company's arm that creates top-notch skincare products based on Dead Sea salts and minerals. Thermalabs Air is an emerging branch of the company that creates airbrushing machines and accessories, while Thermalabs Organic Healthcare is a semi-autonomous sub-brand that manufactures health products based on natural and bio-organic ingredients.

Tent World was established back in 2015, starting off with an introductory outdoor tent known as the Mercury beach tent. This was a premium quality tent that protected occupants from the sun's harmful UV radiation. Some of its most prominent features included an extra-soft bottom that was comfortable for kids, and side pockets that could be filled with stands to increased stability at the beach. The tent also featured an instant popup design that made it easier to setup for use, or dismantle after use. The success that this product recorded in the market has been instrumental towards making Tent World the firm it is today.

Tent World's tents are named after planets in the solar system, with the largest tent named the Sun and the smallest one named Pluto. The Sun tent is so large that it can accommodate a sizeable group of people (up to 12 people). On the other hand, Pluto tents are so small that they can only be used by kids and toddlers. Other tents in the lineup include Venus, Mars, Jupiter, Saturn, and Neptune.

While announcing the move to introduce the company's Pluto tent in France, Tent World brand manager Ann Spencer, said, "Tent World has today introduced one of its best-selling product, the Pluto lineup of beach and outdoor tents, in the French market. Our company works hard to meet the needs of our audience. Our Pluto tents have been designed to provide ideal shelter for kids as their parents enjoy an easy time at the beach, in the backyard garden, or any other outdoor location for that matter. Our customers in France can now get Pluto tents online via Amazon France."

### **Contact Information**

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### **Keywords**

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