

Media Contact:

Miriam Couturié
Marketing Manager
Ins'TenT Industries
714-842-7500
Miriam@instent.com



For Release 9:35 a.m. PDT, March 18, 2014

Vitabri® Joins Ins'TenT Industries

Huntington Beach, CA – March 18, 2014 – Vitabri® the leader of high-quality, innovative canopies with nearly 20 years of experience in the pop-up tent industry has announced it is joining Ins'TenT Industries.

Vitabri was started in 1997 in France and came to the U.S in 2010. It has earned a respectable place in the market with its innovative 30-second deployment pop-up tents. They are pioneers and visionaries striving to create the best new products by delivering quality and consistent results.

Vitabri will remain as its own established brand within the Ins'TenT Industries organization. Ins'TenT Industries will support its fast growth and continue to create the trust-worthy, quality products it is known for in the industry.

“It is a very exciting time for us! We’re taking a big step ahead. As our company grows, we will offer distinctive product solutions for our customers” said Damien Vieille, C.E.O of Ins'TenT Industries. “As a brand under Ins'TenT Industries, Vitabri will focus on the pop-up tent line while, Ins'TenT plans to introduce different lines of products that are revolutionary and modern” said Vieille.

Ins'TenT is kicking off the new venture with the AirDome, their first inflatable tent. Designed with aerodynamic technology, the AirDome is able to withstand severe weather conditions such as heavy winds, rain and even snow storms. “The AirDome is already generating interest in the market, all the feedback we’ve received from our partners and customers is truly encouraging” added Vieille. “We worked hard on this project and are very proud of the final product.”

Ins'TenT Industries will continue to focus on being the preferred choice of professional, event specialists who demand quality, versatility, reliability and affordability. Changes to the website and social media sites will be made in the following months. Consumers can expect a modern, updated version that will be visually appealing and informative.

Editor's Note: For additional information or press images, please contact Miriam Couturié, Vitabri by Ins'TenT. 7391 Prince Dr., Huntington Beach, CA 92647, 714-842-7500 (Voice).

###