*Start 11:30 Finish 12:47 pm*

Double Wave Lounger Web Page

General notes

Please keep the tone, voice and general vibe of how all the FunAir website is written.

We use English English in terms of spelling.

The website is written as if it is talking to Captains, crew and occasionally the yacht owner. If in doubt write as if you are talking to crew.

All titles are written in title text. EG all main words are capitalised.

Brief for Double Wave Lounger Web Page

We are adding a new product page for the **Double Wave Lounger** to the FunAir website. The draft page on our development site can be viewed here:

<https://fastaging.globalsuperyachtmarketing.com/products/double-wave-lounger>

The Double Wave Lounger is a double width version of the existing product **Superyacht Wave Lounger**.

The existing webpage for the Superyacht Wave Lounger can be viewed via this link. This gives you information on the Superyacht Wave Lounger.

<https://www.funair.com/products/superyacht-wave-loungers/>

New written content is required for the new Double Wave Lounger page. Take a look at the draft page to help understand how the content is presented.

The written content needs to consist of:

1. Introduction – this text should include a reference to the Superyacht Wave Lounger.  
   Featured at the 2021 Monaco Yacht Show, FunAir has taken the original Superyacht Wave Lounger to a whole new level with the Double Wave Lounger. With a cutting-edge design including a bolstered base for an added element of comfort and support, the inflatable Double Wave Lounger allows room for two to relax upon the sand, deck or Beach Club Sea Pool.  
     
   With a setup time of only five minutes and custom cover ready, the Double Wave Lounger is the perfect pairing of ease for crew and elegant aesthetics. FunAir takes your yacht’s colour scheme and logos and makes them into a customised, easy to wash lounger cover which can be velcroed onto the edges of the lounger. The stainless-steel D Rings add extra security when you want to fasten it to an anchor on the sand or the FunAir Floating Island.
2. Two main feature titles and paragraphs to sit under the two rectangular images with blue rectangles.  
   1) Bespoke Double Wave Loungers – The benefit of a US-based, in-house engineering team means every FunAir inflatable product including the Double Wave Loungers can be customised to suit your exact needs with the quality you expect. Everything from size to shape and colours to clips can be modified to accompany your superyacht’s requirements, so let us know how we can help you.  
     
   2) QuickShip Ready Double Wave Loungers – When you have a last-minute charter booking and need a lounger ASAP, FunAir is ready for you. We have an array of ready to ship Double Wave Loungers which can be delivered to your home or office in 72 hours for US-based shipments and within \_\_\_ hours for international shipments. Look for the QuickShip icon on any FunAir product to accompany your QuickShip Double Wave Lounger.
3. Four product feature titles and paragraphs to sit under the ‘Why Choose a FunAir Double Wave Lounger’ text.   
   1) Ergonomic Design – With its S-contour and cleverly bolstered base, this lounger provides the perfect relaxation option for two.  
   2) Ease of Packing – With a lightweight, durable construction, the Double Wave Lounger easily rolls up into any storage area or backpack for transport.  
   3) Completely versatile – The D Rings provide ease of clipping the Double Wave Lounger onto the Floating Island or Beach Club Sea Pool, or simply placed on the deck or sand.  
   4) Designed for Two – Why not provide your guests with a floating loveseat integrating the practicality and comfort of the Wave Lounger.

Useful resources

These are spec sheets, other written documents, and other web pages on the FunAir website that will give you further information to help you write this web content.  
  
Specification sheets

Superyacht Wave Lounger

<https://www.funair.com/wp-content/uploads/2021/07/FunAir-Wave-Lounger-Spec-Sheet.pdf>

Product launch Press Release

<https://www.dropbox.com/s/b3mo77ho86dcjis/FunAir%20Monaco%20Yacht%20Show%20Product%20Launch%202021.docx?dl=0>

Superyacht Wave Loungers blog article

<https://www.funair.com/superyacht-wave-loungers-for-the-beach-day-win/>

FunAir website resources

<https://www.funair.com/products/superyacht-wave-loungers/>

Keywords

Here are some suggested keywords. The ones with a \* are our most important general keywords and should be used alongside the more product specific keywords also listed below.

\*Superyacht inflatables

\*Yacht Toy

\*Superyacht toys

Beach Furniture

Superyacht Beach Furniture

Inflatable Beach Lounger

Superyacht Wave Lounger

Inflatable Wave Lounger

Inflatable Lounger

Yacht

Superyacht

Yacht inflatable