*Start 12:47 pm-2:05 pm*

Brief for new Superyacht Beach Furniture web page

We are adding a new page to the FunAir website. This page will be the parent page for the collection **Superyacht Beach Furniture**. The draft page can be viewed here:

<https://fastaging.globalsuperyachtmarketing.com/products/superyacht-beach-furniture/>

The Superyacht Beach Furniture Collection consists of five existing products and one new product.

The existing products are:

**Floating Shaded Lounger**

<https://fastaging.globalsuperyachtmarketing.com/products/floating-shaded-lounger/>

**Inflatable Daybed**

<https://fastaging.globalsuperyachtmarketing.com/products/inflatable-daybed/>

**Superyacht Beach Loungers**

<https://fastaging.globalsuperyachtmarketing.com/products/superyacht-beach-loungers/>

**Superyacht Wave Chairs**

<https://fastaging.globalsuperyachtmarketing.com/products/superyacht-wave-chairs/>

**Superyacht Wave Loungers**

<https://fastaging.globalsuperyachtmarketing.com/products/superyacht-wave-loungers/>

The new product is:

**Double Wave Lounger**

<https://fastaging.globalsuperyachtmarketing.com/products/double-wave-lounger/> - this page has also been sent to you with a separate brief.

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

New written content is required for the new Superyacht Beach Furniture page. The new content needs to consist of:

1. Introduction – this text should refer to all of the individual products included in the collection. Ideally two paragraphs or three at most. It this intro text gets too long then it’s too much for mobile view.  
     
   From the romantic Double Wave Lounger and Inflatable Day Bed to the fun Superyacht Beach Loungers and Wave Chairs, FunAir takes innovation up a notch to offer fully customised superyacht beach furniture sure to impress. With features including detachable shades and tailor-made soft covers, you can find your perfect inflatable solution amongst FunAir’s array of inflatable Superyacht Beach Furniture.  
     
   For the perfect floating experience covered from the elements, the Floating Shaded Lounger is built for two and can be tethered to the swim deck, attached to the Floating Shaded Island or even simply placed on the sand. If ergonomics is priority, the Superyacht Wave Lounger is the perfect solution for a relaxed movie night on the deck or added onto the highly instagrammable FunAir Beach Club Sea Pool.
2. Six product introduction paragraphs to sit under the individual product titles in blue. Please try to make these paragraphs the same length so that the published page is visually balanced. The text for the five existing products has been taken from their live pages but will need to be rewritten so that we don’t have duplicate content.  
     
   1) Double Wave Lounger – A brand new addition to FunAir’s inflatable lineup, the Double Wave Lounger provides the ergonomics and comfort of the original Wave Lounger with the spaciousness for two. Even though it’s the larger option, it still retains the ease of deployment and setup of the original Wave Lounger.

2) Floating Shaded Lounger – With a comfortable design and thin profile, the Floating Shaded Lounger is the perfect blend of elegance and relaxation either floating in the sea or on the deck. The sun shade, secured with a combination of fibreglass tubing and rope, clips onto the sides of the lounger with ease.

3) Superyacht Wave Chairs – The Superyacht Wave Chair is the most compact option amongst FunAir’s inflatable Beach Furniture lineup. As versatile as it is stylish, it can be rolled up and taken ashore for a sunbathing session or propped on the Floating Island for ease of cocktail sipping.

4) Superyacht Wave Loungers – For guests wanting a little more horizontal relaxation, the Superyacht Wave Lounger provides maximum comfort when indulging in a relaxed beach day in the sun. Like all FunAir inflatable Beach Furniture, the lounger includes D Rings to fasten it down so you can rest assured it will never be picked up by the wind.

5) Inflatable Daybed – Whether for a bunch of kids enjoying a movie night, a romantic couple getting cosy or just for one sunbather looking to stretch out in style, FunAir’s Inflatable Day Bed is the answer. With two bolsters on each end, guests can prop themselves up in pure comfort.

6) Superyacht Beach Loungers – The Superyacht Beach Lounger with its bolstered base provides an easily deployable addition to your yacht’s inflatable accessories. Whether transported to the sand or lined up for a group relaxation session in the breeze, the completely customisable Superyacht Beach Loungers are a welcome sight for any avid sun worshiper.

1. Four product USP titles and paragraphs to sit under the ‘Why Choose FunAir Beach Furniture’ text. The four images will be changed to suit the text. Please make sure these USPs can be applied to all products in the collection.  
     
   1) Versatile and Transportable – FunAir’s inflatable beach furniture is designed to be used on the sand equally to the yacht deck with the ease of transport to go along with it. FunAir provides the ultimate superyacht inflatables which are a breeze for crew to setup and take down.

2) Customised Design – Soft \_\_\_\_\_\_\_ covers can be created by our in-house team to accompany your yacht’s branding and colour scheme. Structural elements to the inflatable beach furniture can be modified to suit your requirements as long as it is within the realm of physics.

3) Luxurious Yacht Amenity – When you want guests to enjoy your superyacht to the fullest, why not add the accessories which perfectly accompany it? FunAir’s beach furniture is not only durable but also tastefully designed to impress guests on your yacht.

4) Unrivalled reliability – FunAir is known for its well-made inflatable yacht products. From the quality of the inflatables to the top-notch customer service of our in-house team based in Austin, Texas, we are proud to provide the best yacht inflatables in the industry.

Useful resources

Specification sheets

**Floating Shaded Lounger**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/09/FunAir-Double-Shaded-Lounger-Spec-Sheet.pdf>

**Superyacht Beach Lounger**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Beach-Lounger-Spec-Sheet.pdf>

**Superyacht Wave Chair**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Wave-Chair-Spec-Sheet.pdf>

**Superyacht Wave Lounger**

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

**Double Wave Lounger webpage briefing note**

<https://www.dropbox.com/s/j2imitm9vyorp27/2111%20FA%20Double%20Wave%20Lounger%20briefing%20notes.docx?dl=0>

Keywords

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

\*Superyacht inflatables

\*Yacht Toy

\*Superyacht Toys

Inflatable Beach Furniture

Superyacht Beach Furniture

Floating Shaded Lounger

Inflatable Lounger

Beach Lounger

Superyacht Beach Experience

Beach Set Up

Beach Day

Yacht

Superyacht

Superyacht toys

Yacht inflatable