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Take it Outdoors by Joel

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Portable shelter and garage manufacturers have been flooding the market with new products, with better designs and build quality, as compared to their predecessors. This rise has been attributed to the increasing demand for such products in the market. This is not surprising, given the number of uses and benefits of portable instant shelters.

Party and wedding planners are primarily responsible for the growth of the industry. Party tents are an invaluable asset in any party planners' arsenal. The tents are available in various sizes and shapes, and are able to accommodate a huge number of party-goers. Outdoor parties always are that little bit more exciting than the ones held indoors. However, the biggest difference is felt after the party. Clean-up for an outdoor party is a breeze compared to cleaning up a house. When people see the mess of the after-party, they are usually glad about having the party outdoors, while nullifying the risk of anything in their house getting damaged. Wedding tents have also been pushing the sales figures upwards. The biggest problem, while finding a location for the wedding ceremony or reception, is space. Massive wedding tents are the ideal solution with regards to the space problem. They can easily accommodate a large number of guests and can be further expanded should the need arise. An outdoor wedding is always exciting in a place with good weather. The best way to make the ceremony more elegant is to have it under a wedding canopy. Irrespective of religion or ceremonial procedure, a wedding canopy always adds an extra bit of sophistication.

Temporary outdoor garages have always been popular, especially with bikers. Their ruggedness and portability make them easy to transport, yet offer complete protection against the elements. A different version of these tents is the portable car workshop. Much bigger in size than a portable garage, the car workshops offer plenty of space for tool cabinets and toll boxes, as well allowing you to work on the car without being exposed to rain or direct sunlight. The car workshops are ideal in hot climates, where working indoor in garages can be sweltering and uncomfortable. If the garage is also being doubled up as a storage unit, then the extra space offered by outdoor tents is most welcoming. Similarly, portable sheds are also a huge hit with those doing any kind of DIY projects. Besides the extra space, a big factor in favor of the portable tents is the lack of a mess created indoors.

Businesses and corporations were the initial reason that the temporary shelter industry was able to grow. They still remain the largest consumers of outdoor shelter products. The main reason for doing so is the advertising potential of these shelters. Companies are able to use shelters and canopies to set up booths at outdoor events, where their brand name can be exposed to huge crowds and their marketing people can interact directly with customers. The benefits of such sort of marketing campaign are priceless. Even auto-racing teams invest heavily in good quality portable workshops, not only for their practical uses but also for the massive advertising spaces they offer for the teams' sponsors.

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