

UKVIA

UK Vaping Industry Association



UKVIA Annual Report

2016 - 2017

Vision

A world where the evidence-based life changing public health benefits of vaping products are fully understood and therefore their positive impact is maximised.

Mission

To build stakeholder-wide confidence in vaping products and in doing so convince every smoker that switching to a vape will positively change their life.

Purpose

Fully realise the massive public health potential from significantly growing the vape market.

Foreword



Doug Mutter
Operations Executive, UKVIA

As I was reflecting on what to include in the UKVIA's 'end of term' report, my feelings were somewhat mixed. I am of course pleased that the UKVIA had quickly become the body representing the largest share of the UK vaping industry; that we'd made progress with a clear and focussed strategy; and established a voice on the public health case for vaping in political, public health and media circles.

However, this was tempered with the disappointment that, despite mounting consensus amongst the UK's scientific and public health experts that vaping is exponentially safer than smoking, the public health message has still not started to get through. Neither the circa 7m remaining smokers in the UK, nor the wider public are properly aware that vaping makes sense for those who are either unwilling or unable to stop smoking. Furthermore and very worryingly so, research by Action on Smoking and Health (ASH) shows that between 2013 and 2017 the proportion of smokers who think that e-cigarettes are just as, or more, harmful than smoking has increased significantly from 9% to 22%. Immediate and urgent action is required to reverse this trend.

This failure in communication of the public health benefits of vaping was not helped when new EU regulations were imposed on our industry in May which, with a raft of cigarette/smoking like restrictions (for example advertising bans and arbitrary product restrictions & limitations), in many ways put our products in the same bracket as tobacco products.

However, just when we thought the continued momentum of our industry's growth was going to be under real threat, the Government published its new Tobacco Control Plan. For the first time, there is a strong endorsement of a tobacco harm reduction approach and correspondingly a recognition of the leading role that vaping has to play in reducing smoking rates in the UK to 12% (from current 15.5%) by 2022 as a first step towards a generation of non-smokers.

It is very welcome news that the Government acknowledges that vaping is the most popular quitting method for smokers in England and has committed Public Health England (PHE) to regularly update their evidence base on e-cigarettes and include their advice in all quit smoking campaign messaging. Equally, it's reassuring to hear that the Government will be scrutinising Article 20 of the EU Tobacco Products Directive. Our aim will be to make sure that such scrutiny is actioned immediately and to call upon Government to allow the vaping industry to communicate the public health message to consumers (in the same way it is committing Public Health England to doing so) – for the benefit of vapers and smokers and UK public health generally.

So all in all, quite a roller coaster year for our industry. It is now critical that the Government puts its words into action and without delay plays a key role in disseminating the positive public health message around vaping and reviews the arbitrary Article 20 restrictions that are currently impacting our industry. The fact that PHE has launched an advertising campaign to encourage use of vape products to quit smoking is a great start. The UKVIA will ensure that the Government keeps to its other commitments so that the potentially seismic public health prize represented by vaping can be fully realised as quickly as possible.

Vaporized



The proof is in the vaping

There is now a strong and ever growing consensus between leading and respected health organisations that vaping is far safer than smoking and that it represents one of the biggest opportunities for public health in the 21st century. The quantity and quality of evidence supporting the public health case for vaping has been increasing dramatically in the last few years, including the last 12 months.

In 2015, thirteen organisations, including Public Health England (PHE) and Cancer Research UK, signed a joint statement on vaping, reporting that it is at least “95% less harmful to your health than cigarettes”. The statement was repeated again in July 2016 by the same organisations. This was followed by a seminal report from the Royal College of Physicians confirming that “the hazard to health arising from long-term vapour inhalation from the e-cigarettes available today is unlikely to exceed 5% of the harm from smoking tobacco.”

This year has seen the publication of the first evidence supporting the public health potential of vaping. Cancer Research UK released the findings of its first long-term clinical study into the effects of vaping on people who had switched from smoking to vaping. The study found that those who made the switch had far fewer toxins and cancer-causing substances in their bodies than continual smokers after six months. In particular, compared with full-time smokers, vaping products users had 97% lower levels of one chemical that is strongly associated with lung cancer. This study was followed by a call from the Royal Society for Public Health for all local Stop Smoking Services to become “e-cigarette friendly” by encouraging the use of vaping products to help smokers give up smoking.

Further research on the specific health potential of vaping to combat particular medical conditions has also been published in 2017. Recent research by UKVIA member, British American Tobacco (BAT), an industry leader in vaping science, highlights that, unlike cigarettes, the use of vaping products does not cause damage to blood vessels that could potentially lead to heart disease. This was followed by a study supported by Professor Linda Bauld of Strathclyde University and Action on Smoking and Health (ASH) which found that vaping products are much less harmful than cigarettes during pregnancy and should be used as a tool to assist pregnant mothers to give up smoking.

International studies are also backing vaping. Research from scientists in California, published in the British Medical Journal, has found that the use of e-cigarettes among US adults is linked to a significant increase in numbers of people quitting smoking. It revealed that users were more likely to make a quit attempt (60%) than non users (40%).

Last but not least the Government acknowledged in its Tobacco Control Plan the significant role that vaping has played in helping smokers to quit and a commitment that Public Health England would include messages about the relative safety of electronic cigarettes in their quit smoking campaigns.

The launch of the advertising campaign by PHE during Stoptober to encourage use of vape products to quit smoking is a reflection of the growing evidence of their public health potential.

The UK is a world leader in ‘harm-reduction’ health policy and vaping provides an opportunity to build on this reputation. The UKVIA will continue to advocate the emerging scientific research and evidence to ensure that the UK maximises the positive public health potential of vaping.

The public health case for vaping

2015

- Public Health England and 13 organisations publish a joint paper stating that vaping is at least 95% less harmful than smoking.

2016

- The Royal College of Physicians confirmed that vaping is unlikely to exceed 5% of the harm of smoking.

2017

- First long-term study into the health effects of vaping from Cancer Research UK confirms vapers have lower levels of cancer-causing toxins than smokers;
- Royal Society for Public Health calls for all Stop Smoking Services to be vape friendly;
- Office of National Statistics confirm 2.9m vapers in the UK, whilst Action on Smoking and Health (ASH) reveals that of all vapers, 1.5m have given up smoking altogether;
- ASH study confirms vaping products are an important tool to reduce smoking rates during pregnancy and;
- New research published in the British Medical Journal reveals that e-cigarette users were much more likely to make a quit attempt than non-users.

Education, education, education

The vaping sector has enjoyed a meteoric rise since its birth in the UK just over a decade ago. But despite this growth and mounting scientific evidence that reinforces the public health benefits of vaping compared to smoking, concerns about vape products still exist.

According to research from Action on Smoking and Health (ASH) between 2013 and 2017, the perception of harm from vaping products has increased. ASH found that in 2017 only 20% of smokers accurately identified vaping as less harmful than smoking, down from 31% in 2015.

Therefore, relentless education of our stakeholders - whether they be policy makers, special advisers, regulators, academics, consumers, the scientific and healthcare community or the media - about our industry, our products and the public health opportunity that we present, is critical to building confidence in our market across the board. Only in doing so will the industry convince every smoker that switching to a vape could positively change their life.

Stakeholder education has been a key focus this year and will be our main priority in the months ahead.

At every opportunity through our stakeholder engagement programme we will be looking to get our messages across loud and clear to our key audiences to increase their knowledge and understanding of what we're all about - namely that:

- We are one of the fastest growing and most innovative consumer goods sectors, and a highly sophisticated industry committed to the highest quality standards;
- There is mounting consensus from the scientific and public health communities that vaping can massively reduce the harm caused by smoking;
- The NHS can save, and continue to save, billions of pounds through the seismic shift away from smoking to vaping;
- Any legislation that attempts to put vaping and tobacco in the same bracket will impede the public health opportunity presented by our sector and;
- If Public Health England can include messages about the relative safety of e-cigarettes, why can't the vaping industry?

In the last year the UKVIA has engaged with a range of stakeholders including politicians, the Department of Health, leading public health professionals and academics, and Trading Standards. The Association has also engaged with leading bodies such as the Centre for Tobacco & Alcohol Studies, Stop Smoking Services, Royal Society for Public Health and the Chartered Institute of Environmental Health.

Progress with education is being made. For example, Peter Hajek, a Professor of Clinical Psychology, Head of Psychology and Director of the Health and Lifestyle Research Unit at the Wolfson Institute of Preventative Medicine and Queen Mary University of London, has become a major advocate of the industry. In addition, only recently, the Royal Society for Public Health called for all local Stop Smoking Services to become e-cigarette friendly.

However, the UKVIA recognises that there is a significant amount of work to do in this area in the year ahead. Education of stakeholders is our number one priority and the whole industry has a role to play in getting the key vaping messages out there.

Through UKVIA's stakeholder engagement, subjects discussed have included:

- Capturing the experiences of UKVIA members when submitting product notifications to the MHRA;
- Opportunities for data analysis of the MHRA product notifications;
- Scotland's stance on vaping and the Welsh Public Health Bill;
- Vaping awareness campaigns aimed at educating local authorities and Stop Smoking Services;
- Encouraging NHS Trusts to abandon contradictory vaping messages – for example, bans on vaping in hospital grounds;
- The need for the vaping industry to collaborate with the science community and conduct research and;
- Support for the development of a clear vaping policy for environmental health officers when enforcing vaping regulation.

30

Number of politicians/parliamentarians engaged with UKVIA

10

Number of public health professionals/bodies engaged with UKVIA



"Evidence is accumulating that vaping is unlikely to pose more than a tiny fraction of the risks of smoking, that it is helping large numbers of smokers to quit, that it holds no attraction for non-smokers who rarely progress beyond trying e-cigarettes once or twice, and that the prevalence of smoking, including the prevalence of smoking in young people, has been declining at an unprecedented rate."

Professor Peter Hajek, Wolfson Institute of Preventative Medicine

Performing the headline act

From making the headlines in the national media to keynote speaking platforms, the UKVIA has established a strong voice and profile for the industry in its first year of operation.

Championing the business of vaping in this way is a key priority of the Association. On the media front the UKVIA has led the way in addressing 'junk' science which attempts to slur the vaping industry: from responding to bogus claims that vaping increases a person's likelihood of having a stroke or is the cause of raising blood pressure, to accusations that vaping will become a 'gateway' for young people to start smoking. The UKVIA has consistently challenged and refuted criticisms of vaping in the media, setting the record straight across the year in the national media including the Daily Mail, Times, Metro, Sun, Mirror, Independent, Evening Standard, and many more.

In doing so the Association has established strong relationships with journalists which has helped establish the UKVIA as an industry commentator, most notably a major feature on the enterprising nature of the industry in the Sunday Times and a full-page article in City AM which put forward the industry's reaction to the negative impact of the new Tobacco Products Directive, and the need to leverage Brexit to get the EU vaping regulations reviewed. The same paper also carried a lead commentary piece from the UKVIA on the industry's reaction to the Government's new Tobacco Control Plan.

On the speaking circuit, UKVIA's members have been busy representing the industry. Nicopure provided a keynote speech at the Electronic Nicotine Delivery Systems Forum and Networking Conference (ENDS), attended by scientific and technical experts, regulatory and standards organisations and the vaping industry.

Its presentation gave an overview of the rapid evolution of the industry over the last few years; the huge, and still emerging, range of products in the market; the diversity of the industry both in terms of size of industry players and the different sales channels that are being used; and current estimates of the size of the industry and the market both in the UK and across the globe.

At the fourth Global Forum on Nicotine in Warsaw entitled 'Reducing Harm, Saving Lives', Nicopure also chaired a Policy, Advocacy & Practice Discussion and participated in the plenary discussion concerning regulatory models and hurdles.

The UKVIA will continue to raise its voice in the year ahead through leveraging opportunities around key events and developments such as: the re-formed APPG on electronic cigarettes and its initial report on the State of the Vaping Nation, the Government's Tobacco Control Plan, the EU's Tobacco Products Directive, Stoptober and the political party conferences.

Getting our messages across

The UKVIA membership participated in a strategic communications workshop designed to present strong, consistent and unified messages to the industry's key stakeholders and support future strategic goals.

Key messages agreed upon included:

1. Vaping is proven to be safer than smoking, presenting significant life changing opportunities and one of the biggest public health prizes of the 21st century;
2. Responsible and proportionate regulation is needed to fully realise the public health benefits of vaping;
3. The UK is a world leader in the vaping industry and presents a significant economic opportunity and;
4. UKVIA represents the interests of the complete vaping supply chain, promotes best in class standards and innovation, and provides invaluable advice to members.

10.3K

Number of social shares of media coverage generated

90.3K

Circulation of media coverage generated

768M

Amount of online readership of media coverage generated

Putting vaping high on the political agenda

From ensuring the public health case for vaping is heard loud and clear in the corridors of Westminster to calling for a responsible regulatory framework for the industry going forward, putting the sector firmly on the policy agenda is critical, particularly given the changing political climate.

Central to this is the work of the All Party Parliamentary Group (APPG) on e-cigarettes and as Secretariat for the APPG, the Association has helped arrange three meetings which engaged with new parliamentarians, the public health community, Trading Standards and consumers, focussing on public health attitudes to vaping and the industry's readiness for the Tobacco Products Directive.

The APPG has since been re-formed following the General Election. Under the leadership of Chairman Mark Pawsey MP, the APPG has appointed a new group of officers to drive forward the vaping agenda in Parliament including Glyn Davies MP, Gareth Johnson MP, Scott Mann MP, Kate Hoey MP and Viscount Ridley. The UKVIA will be working closely with these Parliamentarians over the coming months.

The APPG is due to publish its first State of the Vaping Nation Report, which will make a series of recommendations to government, and will feature contributions from a number of key stakeholders including parliamentarians, public health professionals, action groups, Trading Standards and the vaping industry.

Over the next year the APPG is planning to engage with the Department of Health and host a debate around vaping in public areas. The APPG is also keen to engage with the tobacco industry as to how they see vaping progressing in future and their investment plans in this sector to create a smoke-free future.

Other political activities

During the course of the last year, the UKVIA has also led on a number of additional political activities including:

- Establishing dialogue with a wide range of other Parliamentarians, helping to secure mentions of e-cigarette issues by Lord Lawson in the House of Lords in February 2017;
- Undertaking face-to-face discussion with Stephen Metcalfe MP – the previous Chairman of the Science and Technology Select Committee. This followed the Committee's announcement of a pending inquiry into vaping research. Mr Metcalfe met to discuss how UKVIA members and the APPG can usefully feed into the inquiry, including the possibility of visits by MPs to the vaping facilities of UKVIA members;
- Made a submission to the Committee of Advertising Practice's (CAP) November 2016 consultation, providing a number of positions on advertising standards;
- Participation in a Scottish Government working group on advertising standards, which were subsequently implemented and;
- Commencement of a constructive dialogue with the Health, Licensing and Public Affairs leads for the Local Government Association, which has already helped facilitate a dialogue with local councils on vaping matters.





Vaping market lives up to its potential

Setting the standards high

The vaping market in the UK is valued at circa £1bn and predictions are that globally it will be worth some £32bn by 2021 (Beige Market Intelligence). Global investment banking firm Goldman Sachs sees the industry as one of the biggest disrupters in the future.

Representing the largest market share of the UK industry, the activities of the UKVIA members are a bellweather for the sector. From product innovation to investment in new retail outlets and research facilities, members have been leading the way over the last year.

Manufacturers

The growth in the development of new products continues unabated with the MHRA receiving tens of thousands of notifications for new vaping technologies during the last 12 months. UKVIA's members have been involved in exciting and groundbreaking developments.

- Phillip Morris International created MESH – a vaping product which is wholly different from traditional e-cigarette design;
- MultiVAPE launched its Sabre range, a new premium range of products it heralds as the next generation of vaping, along with four new e-liquids across all strength options;
- Vapouriz has tripled their e-liquid production capacity by creating a new purpose-built laboratory, and the company has invested in new multi-million pound premises. These developments will support the production of new e-liquid brands and the company's international expansion plans;
- British American Tobacco (BAT) has launched its new vapour product, the Vype pebble and led the way in developing a technique that can detect unpredicted substances in e-cigarette vapour, ensuring that potential knowledge gaps are minimised in e-cigarette safety assessments;
- Vaporized, based in Edinburgh, has outgrown its manufacturing facility in just under a year since it commenced operations and the company is moving to new premises. It now manufactures some 150,000 e-liquid bottles a week for its Absolute E-Juices brand;
- Operating since 2009, Tampa-based Nicopure Labs, LLC is an industry leading e-liquid manufacturer with operations in the U.S. and Europe. Nicopure Labs has recently upgraded its 110,000 sq ft manufacturing and distribution operations in Gainesville, Florida to include a 10,000 sq ft ISO 7 cleanroom.

Distributing to over 90 countries worldwide, Nicopure Labs has also expanded its presence with the recent addition of a European headquarters in the Netherlands and offices in London and;

- Ziggicig in partnership with Evapo has opened a new laboratory in Northern Ireland for the testing and manufacture of e-liquids.

Retailers

Members in the retail sector also continue to expand.

- Vaporized, which opened its first shop in 2012, has expanded its retail portfolio to 95 stores across the UK with another 30 leases taken out to open new outlets;
- Evapo has opened 30 stores in the UK and Germany since its inception in 2014 and has plans for further expansion in the future;
- Madvapes has launched three new stores in Germany this year, with plans to move into the UK market going forward;
- BAT opened its first Vype-branded store in Milan;
- EcigWizard, which has grown rapidly to 45 stores nationwide over the last six years, has renovated a warehouse for their new headquarters, and are looking to establish a thriving business hub in Peterborough;
- JAC Vapour has remodelled its e-commerce-based website as part of an entire rebranding process and;
- Vape Club, based in Watford, has experienced a sales increase of 25% year-on-year. In addition, its wholesale operation, which supplies retailers nationwide, has tripled growth and doubled the number of brands it offers to customers.

Research

Equally as important as creating new products and increasing sales is the research that goes into making sure that vaping products are safe, reliable and have the trust of consumers. During the year:

- JTI has opened a new research and development laboratory in Weybridge, which is part of their global network of research centres and 'emerging products' portfolio and;
- Fontem became the first organisation to produce clinical evidence to show that switching to e-cigarettes significantly reduced smokers' exposure to harmful chemicals. The results of this project were subsequently confirmed by researchers in the USA and by the long-term Cancer Research UK study.

Who's who of UKVIA members

UKVIA represents the largest market share of the vaping industry, comprising companies across the complete supply chain, from service suppliers and manufacturers to distributors and retailers. Full members are listed below.



BAT

Global tobacco company, British American Tobacco (BAT) is a leading player in next generation products including electronic cigarettes. The company has invested more than \$1bn in establishing a whole new business division focused on these products. From the launch of Vype, its first vapour product, in the UK in 2013, BAT now has a range of products. In December 2016, the company opened its first Vype-branded store in Milan and launched its new vapour product, Vype pebble.

Contact: Stephen Knowles, Regulatory Engagement and Legal Executive

ECIGWIZARD

ECigWizard

Founded in 2011, ECigWizard is one of the largest stockists of electronic cigarettes and e-liquids in the UK and Europe. It is based in Peterborough, and currently supplies in excess of 600 independently owned e-cigarette and e-liquid stores as well as over 80 private white label e-liquid clients. ECigWizard has over 45 company-owned and franchise stores around the UK. Many of its products are designed in-house and ECigWizard manufactures its own e-liquid in a purpose-built lab in the UK; all GCMS testing is also done in-house.

Contact: Ben Potter, Director

EVAPO

Evapo

Evapo was founded in London in September 2014 with the vision to establish vaping as the modern alternative to smoking and build the leading nationwide high street retail brand. Chaired by Mike Balfour, Founder of Fitness First, the Evapo store portfolio has grown to 30 stores across the UK & Germany with an aggressive rollout strategy in place for 2018. Next to its retail channel, Evapo is also the Google number 1 listed e-cigarette distributor in Germany and is JV partner in an e-liquid manufacturing and TPD testing laboratory in Belfast.

Contact: Andrej Kuttruf, Founder and President



JAC Vapour

JAC Vapour was founded in 2010, since when it has risen to become one of the biggest brands in the UK, opening flagship shops across the country, a German on-line store and a wholesale website. It designs and produces vaping products and accessories in-house in the UK, and prides itself on a wide range of alternative e-liquid flavours.

Contact: Rob Patrick, Distribution Director



Fontem/IB

Fontem is a fully owned subsidiary of Imperial Brands that operates at arm's length from IB's tobacco businesses. Launched in 2012, they are dedicated to growing a portfolio of innovative non-tobacco consumable products that meet consumer demands in lifestyle consumer goods categories, including electronic vaping devices. It currently manufactures and sells the leading brand blu™ in the UK, USA, France and Italy. It aims to achieve its vision with a strict adherence to all regulations, collaboration with respected research and development institutes and a commitment to sustainability and responsibility across all its business activities.

Contact: Grant O'Connell, Vice President, Corporate and Regulatory Affairs



JTI

Japan Tobacco International (JTI), a leading UK tobacco company, has become a global player in the e-cigarette business through the acquisition of two major brands – Logic and E-Lites. E-Lites was first launched in the UK in 2009, and was the first USB rechargeable kit on the market. Logic, which was acquired by JTI in 2015, began as an American brand, with a strong presence in New York. JTI has around 900 employees in the UK, headquartered in Weybridge, Surrey. They also have a national distribution centre in Crewe, a business service centre in Manchester, and a manufacturing base in Ballymena, Northern Ireland.

Contact: Tom Hirons, UK Senior Government Relations Manager for Emerging Products



Madvapes

Founded in July 2009 in Huntersville, North Carolina, Madvapes is one of the oldest and largest vaping retailers in the USA. It has stores in 14 states and is expanding its footprint every month. It now has stores in Germany and Ireland and a growing wholesale business for its US produced e-liquids in the UK and across Europe.

Contact: Tony Scanlan, Chief Executive



multiCIG/multiVAPE

multiCIG/multiVAPE is one of the UK's largest independent vaping businesses, priding itself on its responsible ethics. It has seen tremendous growth since its 2012 launch, much of which has been from word of mouth. It has its headquarters and distribution centre in Nottingham, has won several awards, including the Retail Industry Award for best product launch of the year in September 2016 (Electronic Cigarette category) for its range of multiVAPE e-liquids. All of its e-liquids are manufactured in the UK.

Contact: Christian Mulcahy, Business Development Director



Nicopure

Nicopure was founded in July 2009, and launched its e-liquids brand Halo (known as Purity in the UK) soon after. As the first e-liquid line with tamper-resistant seals, best-by-dating, and lot numbers on its bottles, Halo quickly became one of the most trusted e-liquid brands in the world. As the industry has evolved, so has the demand for a wider selection of flavours. Nicopure Labs responded by creating the eVo e-liquid line.

Contact: Patricia Kovacevic, General Counsel, Chief Compliance Officer



PMI

Philip Morris International (PMI), a leading tobacco company, is designing a smoke-free future. Its UK cigarette, heated tobacco and e-vapour businesses are fully integrated to help improve availability of its e-vapour brands, Vivid, MESH and Nicocig, as well as providing the platform for roll-out of IQOS, its first heated tobacco product. Learn more at www.pmi.com.

Contact: Ruth Digby, Corporate Affairs Manager



Vape Club

Watford-based Vape Club is the UK's largest online vape e-liquid shop and is a supplier of vape kits, vape tanks and replacement coils. Founded in 2012, Vape Club prides itself on a wide range of e-liquid brands and flavours – from the most cost-effective standard brands and flavours, right up to the premium gourmet juices. Its USA and UK-made e-liquids come in a wide variety of nicotine strengths, base-liquid ratios and flavours. Vape Club also distributes a select range of high-quality vaping devices, clearomisers and accessories, as well as the cig-a-likes.

Contact: Dan Marchant, Chief Executive



Vapouriz

Established in 2011, Vapouriz is a provider of electronic cigarette accessories and e-liquids manufactured in the UK. It offers over 50 different flavours, in five different strengths of nicotine. Headquartered in Guildford, it is one of the largest e-liquid manufacturers in the UK. Vapouriz e-liquids contain nicotine, propylene glycol and vegetable glycerol, which are all pharmaceutical grade as defined by the European Pharmacopoeia Standard Monograph, and all sourced within the EU. Vapouriz only use food-grade flavourings – also sourced within the EU – which are thermally stable when vapourized.

Contact: Brett Horth, Founder and CEO



Vaporized

Founded in 2012 and headquartered in Edinburgh, Vaporized is the UK's largest vape retail chain with 95 stores across the country. It is also a major manufacturer of e-liquids, producing some 550 SKUs under its own Absolute Ejuice brand and for other players in the sector. It's manufacturing arm also provides a range of other services for customers including co-packing and a full regulatory compliance package.

Contact: Doug Mutter, Manufacturing & Compliance Director



Ziggicig

Ziggicig was established in 2009 by company owner and Director Steven Mealey, inspired by his personal journey to stop smoking. From local car boot sales and markets, Ziggicig has grown from an initial product order of £800 to quickly setting the Northern Irish retail benchmark in vaping, a status still held today. Ziggicig has expanded into a successful retail chain with 18 stores currently and has recently formed a JV in a new state-of-the-art e-liquid manufacturing facility and TPD compliance laboratory.

Contact: Steven Mealey, Owner

The year ahead – UKVIA's priorities

In 2017/18 the UKVIA will be focussing its efforts on the following areas:

1. Ensuring the government keeps to its commitment in the Tobacco Control Plan to communicate vaping's positive public health message and allow the industry to do the same;
2. Pushing for a review of Article 20 of the EU Tobacco Products Directive regulations which place arbitrary restrictions on nicotine strengths, e-liquid bottle sizes and advertising of vaping products which are similar to the tobacco product regulations and hinder the opportunity to realise the full public health potential of vaping;
3. Giving total confidence to consumers who are looking to switch from smoking to vaping by raising awareness of the evidence that supports the public health benefits of vape products and;
4. Setting the standards for the industry by establishing a standards charter for the sector which sets out the highest levels of product quality, manufacturing and safety. These cover product manufacture, ingredients, electronic functioning and sales and marketing.

UKVIA - UK Vaping Industry Association

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