

UKVIA Annual Report

2017 - 2018



Foreword

What a year!



Andrej Kuttruf

UKVA Board Member, member of the Operations Executive and Chief Executive of Evapo

The last twelve months have been huge for the UKVIA. Alongside exciting, set-piece events, the UKVIA has continued to consolidate its position as the consistent voice of a responsible vaping industry and the leading trade association for this sector in the UK.

Our industry was dealt a serious blow when Article 20 of the Tobacco Products Directive came into force last year; regulations which effectively put vaping in the same category as smoking and which left the industry dealing with a huge range of often non-sensical rules. But fast forward a few months, and vaping received a massive boost when Public Health England launched the first national advertising campaign to promote vaping as means to quit smoking. This was followed by its evidence review in February this year, which reinforced that vaping represents one of the best ways to stop smoking, and other positive messages from the likes of Cancer Research UK, the Royal College of Physicians and the British Medical Association. There was also the powerful intervention from Parliament's Science & Technology Committee calling for vaping tax breaks, a review of advertising and manufacturing restrictions and more.

It is critical that this momentum of support from the public health community continues unabated if vaping is going to make a real dent in smoking statistics and maximise its impact on the health of the nation.

Whilst recent news of further reductions in the smoking rate is a positive sign, vaping is still seen by too many as equally harmful and more expensive than smoking, which is not true.

Our responsibility is to change this public perception and reinforce our message where we can to reach and convert the remaining 6.5 million smokers in the country.

According to the UKVIA's own research, which was carried out by Consumer Intelligence in April this year, smokers believe that the public health community holds the key to them making the switch to vaping. Nearly 2 in every 3 smokers (63%) interviewed saying that they felt that information from their GP, pharmacist or a healthcare professional would influence their decision to make the change from smoking to vaping.

We have also been doing our utmost at the UKVIA to help smokers make a life-changing decision to quit through taking up vaping. We initiated and rolled out the industry's first nationwide consumer awareness campaign, VApril, which was spearheaded by TV doctor, Dr Christian Jessen. This was a phenomenal success in reaching out to smokers and educating them on the facts about vaping and making the switch to e-cigarettes. We had more than 10,000 views of videos that we produced of vapers telling their own stories about how it has changed their lives.

We also launched our first ever Vaping Industry Forum at the King's Fund in London, which was attended by some 200 delegates, presenting an excellent opportunity to debate and exchange views on how we take our industry forward. We want to establish this as the go-to business-to-business event in the vaping sector events calendar in the UK - and we will be looking to build on the success of the first event in 2019.

But on top of these huge, set-piece events, the UKVIA has continued to consolidate its position as the consistent voice of a responsible vaping industry. Our spokespeople have appeared on broadcast, in print and in front of MPs in the House of Commons to fly the flag for the industry.

We have also continued to work with politicians by supporting the All Party Parliamentary Group for E-Cigarettes, met with the MHRA, Advertising Standards Agency and even given evidence to Members of the Australian Parliament and Westminster's Science & Technology Committee.

The UKVIA has also come of age during the year (despite it only being two years old) with a significant growth in membership, making it the leading and largest body representing our sector in the UK.

We now have an extensive membership base covering independent vaping businesses, tobacco and pharmaceutical companies with significant vaping operations, a range of suppliers and service providers to the industry and strategic partners, including other trade bodies. To meet the demand for membership we have expanded our categories to include suppliers and partners.

We warmly welcome our new members and we look forward to adding more to our ranks in the coming year. A priority for 2019 is to drive up membership further to enable the UKVIA to have even more impact on behalf of the industry in what will be a crucial 12 months ahead, with many issues on the horizon - not to mention Brexit which could be a game changer for the industry.

Here's to the next 12 months and making even further progress towards our shared vision of a world where the evidence-based life-changing public health benefits of vaping products are fully understood so that their positive impact can be maximised.

Annual report timeline

September 2017

NHS Scotland releases its report backing the public health potential of vaping.

November 2017

The APPG for E-Cigarettes launches its first report, the State of the Vaping Nation.

January 2018

Christian Mulcahy of the UKVIA writes in the Telegraph calling on the government to use Brexit to remove non-sensical vaping regulation.

March 2018

VApril, the UKVIA's new nationwide consumer education and awareness campaign, is launched.

May 2018

John Dunne of the UKVIA appears before MPs to give evidence to the Science and Technology Committee inquiry into e-cigarettes in the House of Commons.

July 2018

The UKVIA launches its new report from Consumer Intelligence showing the public health community holds the key to more smokers switching to vaping.

October 2017

Public Health England undertakes first vaping advertising campaign as part of the Stoptober initiative.

December 2017

The British Medical Association reverses its previous opposition and releases a report supporting vaping as a smoking cessation tool.

February 2018

Public Health England releases its annual evidence review which continues to support vaping as a stop smoking tool.

April 2018

UKVIA's first industry-led conference takes place and VApril gets underway.

June 2018

The Royal College of Physicians' report recommends that vaping should be allowed in hospital grounds.

August 2018

The Science and Technology Committee in the House of Commons releases its report backing vaping as a great public health opportunity.



UKVIA Vaping Industry Forum 2018

A major highlight of the year was the UKVIA's first Vaping Industry Forum, Going for Growth, which brought together regulations, MPs and industry leaders together to discuss the opportunities and challenges that lie ahead for the sector.

At the King's Fund in London, two hundred delegates gathered to discuss and debate a range of current themes including:

- The policy and regulation landscape;
- The future of vaping in the grocery sector;
- The main drivers to encourage smokers to make the switch to vaping;
- Next generation vaping innovations;
- The role of the tobacco and pharmaceutical industries in the future of vaping;
- The UK's opportunity to take a global lead on standards;
- Bolstering public health evidence on vaping.

Significant progress was made towards tackling some of the existing and merging issues facing the industry - from short-fills and continued restrictions on the capability of the sector to promote the health benefits of vaping; to establishing standards that will ensure that the industry is seen as grown up and trustworthy.

We look forward to welcoming you all back to the conference in 2019, with new faces, new topics but the same vibrant vaping industry. See you next year!

UKVIA Forum 2019

Join us for our second annual Forum on Wednesday 1 May 2019 in central London, to discuss how we can claim the big public health prize of vaping with a range of stakeholders across all parts of the industry.

For more information, or to register your interest, please email ukvia@jbp.co.uk

Vaping's time has come

Highlights from our Forum

The UKVIA was delighted to welcome Mark Pawsey MP, the Member of Parliament for Rugby and the Chair of the All Party Parliamentary Group for E-Cigarettes, to provide the key note speech for the 2018 Forum. After outlining the recent developments in the industry, he added:



"These are positive developments for the vaping industry. But it is still clear that there is a serious case of mixed messages when it comes to vaping. Whilst these mixed messages undoubtedly have a lot to do with alarmist headlines that we see on vaping products, I also believe the problem has something to do with the way the products are regulated and presented to consumers.

We have a real opportunity to take advantage of the progressive attitude of our government and public health community to shape a bespoke regulatory regime for the future of the vaping industry. One that really benefits public health. Brexit could be the opportunity needed to do this; I'm not saying vaping policy will be first thing on the Government's agenda. But there is a chance to get the arguments right now and ensure that the vaping industry is a case study on how things can be done differently, indeed for the better, after we leave the EU."



The Forum included a number of panel debates across the vaping agenda.

Examining a policy and regulatory landscape for growth, Christopher Snowdon, of the Institute of Economic Affairs, highlighted the 'great opportunity' for the government to change the Tobacco Products Directive (TPD) after Brexit, and described it as an 'easy win'.

The session was joined by Huw Jones, Regulatory Delivery Manager at the Department of Business, Energy and Industrial Strategy, who called on the industry to work with the Department to achieve the best regulatory outcomes for consumers.

In a panel debate looking at the future of vaping in the grocery sector, Josh Clifton of HIM Shopper Research, described how vaping products were initially pitched as "the saviour" for the convenience market – a product with extremely high margins – but now that interest has tapered off.

He stated that it was difficult for stores to 'learn' about the products and pass that information on to their staff. The Association of Convenience Stores' Edward Woodall added that there are still tough trading conditions for convenience stores, and that every inch of retail space needs to be justified for the store owners.

There was also a session examining the role that the tobacco industry and pharmaceutical industry could play in the ongoing development of vaping. APPG for E-cigarettes Vice-Chair, Gareth Johnson MP, led the discussion examining whether the tobacco and pharmaceutical's historic legacy will hinder their involvement in the vaping market.

The Forum had perspectives from around the world too, hearing from Maggie Gowen of the USA's Global Vaping Standards Association, Judy Gibson, from the International Network of Nicotine Consumer Organisations (INNCO) and Lucy Cronin from Vape Business Ireland.



What a VApril!

Despite the public health consensus in the UK being clear that vaping is a dramatically less harmful alternative than smoking, it remains the case that there is much work to be done to get this message across to the UK's remaining 7.5 million smokers, and to show them that vaping is the most effective method of giving up cigarettes for good.

That's why this year the UKVIA did just that. By teaming up with TV-Doctor Christian Jessen, the Association initiated and rolled out VApril, the first nationwide vaping awareness and education month to encourage the nation's smokers to make the switch to vaping.

To kick start VApril, members were joined by Dr Christian, MPs and Members of the House of Lords outside the Houses of Parliament to unveil the campaign and encourage for UK smokers to *Take the VApril Challenge* and swap their cigarettes for vaping in the month of April. To set an example nationwide, MPs announced their call to Parliament to review their treatment of vapers and to open their doors to vaping on premises.

For the first time, the medical profession, parliamentarians and the industry were sending a collective message to the public that vaping is the safer alternative for those who remain unwilling or unable to stop smoking.

The campaign was rolled out across 11 UK cities, with over 58 stores offering VApril Masterclasses to those who signed up for the VApril Challenge. Participants received free *Vape to break the smoking habit* guides and starter kist from our member stores, along with expert advice on the best devices available for first time vapers.

UKVIA then took to social media and using #VApril the campaign reached out to over 2m on Twitter. Some 1,000 smokers also signed up for the VApril Challenge via the campaign's website, with many more joining in via social media. The message not only spread across the country but also received international support in countries like New Zealand, South Africa and the USA.

A major feature of the campaign was vapers telling their stories how they can had managed to make the switch to vaping and how this had benefitted their lives.

VApril: The highlights

291,254

Twitter users reached

399,053

Post impressions across all social media accounts

34,000

VApril flyers, posters and education packs printed and distributed

408

New followers and likes of UKVIA on Twitter and VApril Facebook page

321

Politicians and public health professionals engaged

1,000

VApril Masterclass registrations via the website



The debate continues

The last twelve months have been another year of positive public health news around vaping. Vaping products were included within Public Health England's Stoptober campaign for the first time in 2017, and as a result 53% of participants in the stop-smoking campaign used vaping products, and were found to be five times more likely to quit smoking.

In February 2018, Public Health England reiterated its position that vaping is at least 95% less harmful than smoking, and confirmed that vaping is now supporting a massive 22,000 smokers to quit smoking every year. This was followed in June 2018 by a report from the Royal College of Physicians' tobacco advisory group recommending that vaping should be allowed on hospital grounds to help the NHS reduce the current £1 billion cost of smoking by staff and patients. This year the National Institute for Health and Care Excellence, too, has gradually softened its position on vaping: although its latest guidance could still have been more positive about vaping. There was also a positive report on vaping published by the British Medical Association and Cancer Research UK conducted their own pro-vaping campaign to convince smokers to switch in Manchester.

But despite the continued success of the vaping industry, and 2018 seeing yet more endorsements of vaping by the public health community, many UK smokers still do not believe that vaping is less harmful than cigarettes. New figures from Action on Smoking and Health found that the number of adults who believe that vaping products are "as harmful" or "more harmful" than smoking nearly quadrupled from 2013 to 2018, from 7% to 25%.

The findings of a report by the Adam Smith Institute in 2018 reveal that a number of factors are contributing to smokers receiving inaccurate knowledge about vaping including the advertising restrictions imposed by the Tobacco Products Directive and Code of Advertising Practice, combined with irresponsible media reporting, all contributed to incorrect knowledge being conveyed amongst smokers, and creating obstacles for those looking to switch.

The results of these barriers are clear; Action on Smoking and Health reported only 100,000 new vapers in 2017, compared with 800,000 in 2014; and Public Health England's February 2018 report found that around 40% of UK smokers have not even tried vaping. One audience that was identified by the Adam Smith Institute as being an opportunity to save millions of years of life in the UK by switching from smoking to vaping, were females with young women vapers (2.6%) falling well behind their male counterparts (8.9%).

The figures speak for themselves

In spite of the public health case, barriers for smokers switching to vaping persist

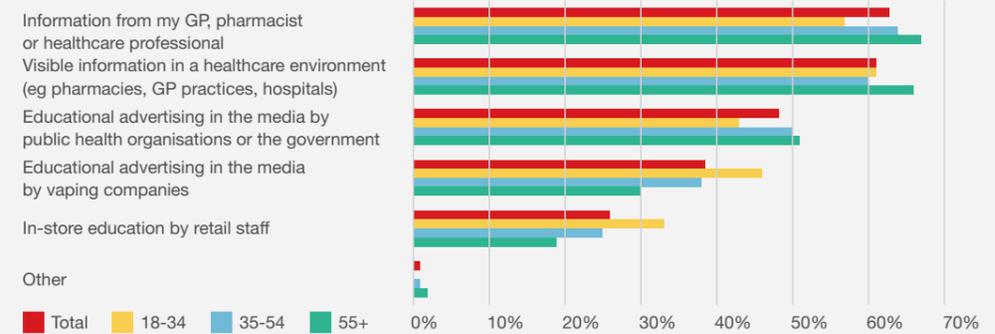
- According to Public Health England, 40% of UK smokers have never tried a vaping product
- Action on Smoking and Health reports only 100,000 new vapers in 2017 compared with 800,000 in 2014
- Action on Smoking and Health also reports that the number of adults who believe that vaping products are "as harmful" or "more harmful" than smoking nearly quadrupled from 2013 to 2018, from 7% to 25%

On the bright side

- 53% of participants in the Government's 2017 Stoptober campaign used vaping products
- Vaping products are estimated to be contributing to at least 22,000 successful new smoking quits in the UK per year
- PHE, NICE, the BMA, RCP and Cancer Research all backed the public health case for vaping this year

The public health community holds the key to encouraging smokers to switch to vaping

Sources of information most likely to encourage you to replace tobacco with e-cigarettes



Smokers believe that the public health community are key to them making the switch to vaping, new research reveals.

The study by Consumer Intelligence on behalf of the UK Vaping Industry Association (UKVIA) reveals that:

- 63% felt that information from their GP, pharmacist or a healthcare professional would influence their decision to make the change;
- 61% said that visible information in a healthcare environment would be beneficial;
- 48% called for more educational advertising by public health organisations or the government in the media;
- 61% agreed that Public Health England's recent recommendation for hospitals to allow vaping on their premises and to sell e-cigarettes and e-liquids on site would convince more of them to take up vaping.

These findings highlight the critical role that accurate advertising must play in realising the public health prize that vaping represents. There needs to be a strong and cohesive message from government, public health and the vaping industry to make switching from smoking to vaping an obvious choice.

It is clear that more education all round is needed to get smokers to make the switch and to realise the full public health potential of vaping. The study also showed that many smokers still consider vaping to be as harmful or more so than conventional cigarettes.

Some 40% of smokers interviewed still did not think or don't know that conventional cigarettes are more harmful than e-cigarettes, despite Public Health England (PHE) recently reinforcing its stance that vaping is likely to be at least 95% less harmful than smoking. This notably correlates with PHE's finding in 2018 that 40% of the UK's 7million smokers still have not tried vaping.

Nearly half of those surveyed still did not think or did not know that smoking was more expensive than vaping. A calculation by Cancer Research UK last year showed that a smoker could be looking at a £840 saving per annum on average through a full switch to vaping. This would mostly benefit people with a lower income, with the latest NHS report on smoking showing that adults classified as routine and manual workers were most likely to be current smokers (26%) and those in managerial and professional occupations were least likely (10%).

The UKVIA is committed to providing accurate and reliable information on vaping to smokers. However, current advertising restrictions inevitably make it very difficult to reach smokers on the potential health benefits. At the UKVIA we will continue to press for regulatory change to allow our members to accurately communicate the facts about vaping to smokers.

A full copy of the report is available on the UKVIA website.

Another year of major growth

The last 12 months have been another year of significant growth for our members. Here is a snapshot of the major developments that have been taking place within members' businesses.

Growing the market

- Electric Tobacconist's UK operation has grown by 45%, alongside a staggering growth of 350% in its US operation grow in the last 12 months.
- Evapo has opened 17 stores in the past 12 months, more than doubling in size and revenue.
- Vaporized has grown its retail estate to 122 stores across the UK and have launched their first venture in Europe with the opening of a new concept store in Ibiza. The company also moved into a new 66,000 sq ft Head Office which incorporates all distribution and support functions, along with a state-of-the-art 6,000 sq ft manufacturing facility for its sister company Absolute Ejuice.
- JAC Vapour has seen a 70% growth in revenue over the last 12 months, and is developing products to launch in the German and French markets by the end of 2018.
- Adact Medical's business has continued to grow with an ever increasing customer base, combined with a new business conducting filings for the FDA in America for some of its customers. Adact is planning to further expansion of operations in the USA next year.
- Ecigwizard looking to increase its retail footprint to 50 locations before the end of 2021 with 15 new locations due to open in 2018. An emphasis on the average smoker as opposed to the hobbyist category has proven to be highly successful.
- Lumo Liquids continues to grow its business and customer base, whilst actively researching, developing and launching new product types. Significant investment has enabled Lumo to double its capacity in 2018, supporting clients on large scale product launches in multiple overseas markets.
- BSMW Limited's retail arm, Socialites – the Vaping Experts, have opened 9 more kiosks at shopping centres since March 2018 including at Eldon Square in Newcastle and the Arndale Centre in Manchester. There are also plans for a further new kiosk at the Trafford Centre, which makes a total of 60 locations around the UK.

- Through its subsidiary Fontem Ventures, Imperial Brand's blu products will be available in a total of ten markets by the end of 2018 financial year, rising to 20 markets by the end of the following year.
- Belfast-based vaping retailer and e-liquids manufacturer Ziggicig, announced plans to expand its retail portfolio fivefold across Ireland, from 20 stores to 100, creating more than 200 new jobs over the next two years.

Manufacturing developments

- Vaporized's Absolute Ejuice has built a new state of the art 6,000 sq ft manufacturing facility at the company's head office. Absolute Ejuice's revenues have grown in excess of 400% year-on-year with several exclusive EU manufacturing contracts being secured for large international brands.
- BSMW Ltd has just taken delivery of yet another E-liquid filling machine; capable of filling 100 bottles plus per minute, this ensures they are best placed to meet all customer requirements and provide ongoing confidence in forward supply. They company has also taken delivery of the first fully automated short-fill bottling line to cater for this growing market trend. BSMW Ltd are also continuing to make improvements and operational efficiencies in their manufacturing site with the addition of its new laboratory which now has the latest GCMS Testing machines to ensure its products meet the highest standard in quality and compliance.

Vaping innovation

- JAC Vapour has invested over £250,000 in designing and successfully launching three new hardware devices. A further two new hardware devices are to be launched by the end of 2018.
- AYR launched its new next generation' vaping device, at the UKVIA Forum in 2018. The device harnesses 'beautifully smart' technologies to create a new type of vaping experience. By opening up vaping products to the possibility of collecting data, this smart technology can better inform the consumer on their behaviours, compiling data on frequency of puffs, intake of nicotine, and at the basic level simply warning the user when their battery or liquid was low.
- Philip Morris International launched IQOS MESH in 2018 – a new pod system e-cigarette. It is the second product within the company's IQOS portfolio of what will eventually contain four different products offering better alternatives to smokers.
- In partnership with Ziggicig, Evapo established its own eliquid manufacturing operations, achieving ISO 9001 accreditation within 6 weeks of application, releasing a hugely successful nicsalt range Ohmbrew and pod device Mylo.
- BSMW Ltd has launched new branded e-liquid ranges. The brands include Rebellion, Mum's Home Baked, and Prima eliquids. A new cartomiser range of products under the Prima brand has also been launched.

Research

Members have also been actively involved in research into product safety.

- Lumo Liquids is collaborating with Swansea University on multiple research projects including a PhD study of live cell interactions with e-liquid vapour.
- Imperial Brands are committed to investing in, and developing, a first-class and scientifically-researched vaping portfolio through Fontem Ventures so that we can best help smokers who want to move away from smoking. The new Report From Tobacco to Something Better published in May 2018, provides a comprehensive overview of Imperial Brand's approach to next generation nicotine products.
- Fontem Ventures also announced the results of 24-month clinical trial, which found no negative health impact on former-smokers, who had been vaping for two years. The use of the vaping products during the study was also associated with a reduction in nicotine withdrawal symptoms, reduced exposure to cigarette smoke, and no increase in body weight.



The politics of vaping

The UKVIA continues to work hard to ensure that the public health case for vaping is discussed in the corridors, chambers and offices of Westminster at every opportunity and ensure a responsible and fair regulatory framework for vaping is high on the political agenda.

The UKVIA political activities

- UKVIA Director and Board Member John Dunne appeared as a witness before the Science and Technology Select Committee in the House of Commons, as part of the inquiry into e-cigarettes. The discussion with the Committee covered a wide variety of topics including regulation, advertising restrictions and medical licensing of vaping products.
- The UKVIA have provided industry submissions to key consultations, including:
 - Advocating the removal of advertising restrictions as part of the Advertising Standards Authority 2017 consultation.
 - Responded to the National Institute for Clinical Excellence's consultation to advocate that medical practitioners should recommend vaping for smokers looking to quit.
 - Engaging with the European Commission to emphasise that vaping products should not be subject to additional excise duty.

The UKVIA has also:

- Continued to engage directly with the Department of Health (DH), Department for Business, Energy, and Industrial Strategy (BEIS), Department for Exiting the European Union (DexEU), as well as executive agencies including Public Health England (PHE) and Trading Standards.
- Continued to create a constructive and valuable working relationship with the Medicines and Healthcare Products Regulatory Agency (MHRA), acting as a strong voice for the responsible vaping industry by conveying key compliance and regulatory messages on behalf of the MHRA.
- Actively pursued legislative opportunities in Parliament for driving forward reforms to the Tobacco and Related Products Regulations.

All Party Parliamentary Group for E-Cigarettes

A central part of pursuing the vaping industry's political agenda is the All Party Parliamentary Group for E-Cigarettes (APPG). Under the leadership of Mark Pawsey MP and the other officers, the group decide its agenda and makes direct representations to government and executive agencies. As the secretariat for the APPG, the UKVIA has helped to arrange four meetings attended by a variety of key witnesses and launched a significant report, the State of the Vaping Nation, in the last 12 months.

The other topics the APPG has examined this year include:

Vaping in public places and workplaces.

The APPG challenged the idea that vaping should be banned in some public areas or workplaces, and in particular the restrictive rules around vaping in Parliament itself. Vaping is currently banned in all areas but two of the parliamentary estate, with vapers often forced to use their devices in existing smoking areas. Chair of the Group, Mark Pawsey MP, has now called for Parliament to set an example to other workplaces by becoming vape-friendly for visitors and staff. This will be the subject of a forthcoming report from the APPG and a challenge to the parliamentary authorities to embrace vaping.

Vaping regulation post Brexit

The group met to discuss how the government can take advantage of the opportunity presented by Brexit to create a bespoke regulatory arrangement for vaping, that crucially is no longer subject to Article 20 of the Tobacco Products Directive. The main areas focussed on by MPs were advertising, nicotine restrictions and arbitrary, confusing product restrictions. The APPG will be making recommendations to the government to secure regulatory change.



The UKVIA's Tobacco Products Directive Manifesto

The UKVIA fully supports evidence-based regulation of vaping products, but this regulation must be proportionate, distinct from tobacco regulations and support the public health potential of vaping. The current UK regulations follow the EU's approach of conflating vaping products with tobacco products and the Association has identified the key regulatory changes needed to Article 20 of the Tobacco Products Directive (and the Tobacco and Related Products Regulations) and the necessary approach to deliver a proportionate regulatory regime for the vaping sector.

This is contained in the UKVIA's Tobacco Products Directive Manifesto set out below.

1. The government should create a new piece of legislation specifically covering vaping. Vaping should no longer be included within legislation designed for tobacco products.
2. The industry must be consulted and involved in the design of a new regulatory framework to avoid policy mistakes being repeated.
3. There should be:
 - An increase in e-liquid bottle size limits to a reasonable level to reflect the needs of consumers – in practice this will be between 30ml and 50ml.
 - An increase in tank size limits to at least 5ml.
 - A removal of the nicotine concentration limit.
 - A removal of nicotine warning requirements for packaging that does not contain nicotine, for example empty devices and replacement coils.
4. Remove the current advertising restrictions and introduce new regulations commensurate with other consumer products.
5. Require non-nicotine containing e-liquids to be subject to the same testing and product restrictions as nicotine containing liquids.





Building a strong media profile

Setting the media agenda

Vaping continued to grab headlines in the media this year, and the UKVIA further established itself as the first port of call for expertise and advocacy on vaping matters.

But, increasingly, these headlines were positive. With support from the UKVIA, the media covered the good news from Public Health England's updated e-cigarette review, the ringing endorsement of vaping from the Stoptober campaign and the government's Tobacco Control Plan. There were also positive stories about the growth of the vaping industry, comment pieces on the challenges it faces, and honest appraisals of vaping's efficacy as a smoking cessation tool.

The UKVIA also generated its own headlines. The launch of VApril was covered on Sky News, syndicated across Sky Radio and was also broadcasted live on the popular BBC Daily Politics programme and on regional TV news channel London Live. After the launch, the campaign was covered far and wide, in national, regional, and even international media, with outlets in France, Italy and Australia taken by the month.

The businesses of UKVIA members were also profiled in the media including in features on the vaping retail landscape and the opportunities for vaping post Brexit.

The UKVIA has also improved its presence as a strong voice for the vaping industry. UKVIA spokesperson, John Dunne from E Liquid Brands appeared on Victoria Derbyshire programme on BBC 2, the BBC World News channel, and BBC Radio 5 Live on two occasions. Ben Potter of E-CigWizard appeared on Gem Radio in Leicestershire, Christian Mulcahy of MultiVape headlined in the Daily Telegraph and Brett Horth of Vapouriz gave his views on the vaping industry the Grocer Magazine.

That is not to say that negative headlines and scare stories did not still get through. The usual alarmist, misleading headlines in the usual outlets, taking questionable studies from American universities and labelling vaping as a cause for a whole number of ills.

Even with the UKVIA's efforts in the media, more work still needs to be done. Although the dial is certainly starting to move in the right direction, a single alarmist headline in a tabloid newspaper can cause a vast amount of damage, and the industry needs to continue to challenge junk science.

The UKVIA will continue to raise its voice in the year ahead using key opportunities such as the APPG's campaign to make Parliament vape friendly, VApril 2019, UKVIA Forum 2019, Stoptober and Brexit.

On the speaking circuit

In addition to the UKVIA's own inaugural Forum taking place this year, our members have been busy representing the industry at events across the country:

- Christian Mulcahy discussed how Brexit could present an opportunity for the vaping industry at the Next Generation Nicotine Conference in London.
- John Dunne provided an overview of the state of the vaping industry at the ENDS Conference in June 2018.
- The UKVIA joined an Institute of Economic Affairs' panel at Conservative Party Conference to discuss how the UK can go smoke free in the future, alongside Bob Blackman MP, Clive Bates and Christopher Snowden.
- UKVIA members have joined the panel discussion at every APPG meeting this year, including discussing vaping regulation post Brexit and vaping in workplaces and public places.
- UKVIA member PMI held a panel debate in partnership with the New Statesman to discuss a smoke free future.
- The Association was represented at the Global Forum on Nicotine in Warsaw.

Science & Technology Committee report – UKVIA leading the charge

Parliament's Science and Technology Committee released its seminal report following its lengthy inquiry into vaping policy and science. The report was a hugely positive intervention in the debate and received several days of press coverage – and the UKVIA was there leading the charge.

UKVIA board members were in the press throughout the day spreading the good news. John Dunne of E-Liquid Brands featured on the front page of CityAM and the Daily Mail, as well as doing live and recorded interviews on BBC News, Sky News Sunrise, Radio 5 Live and more. VapeClub's Dan Marchant featured on the BBC's Victoria Derbyshire show and Sky News, and Vapouriz's Brett Horth was on Channel 4 News' 7 O'clock bulletin at his Guildford facilities.



Brett Horth
CEO, Vapouriz

Doug Mutter, of Vaporized, was beamed in from the BBC's Edinburgh studio for an interview with leading broadcast Jane Hill. Both John Dunne and Doug Mutter also got stuck into the debate throughout the day on LBC.

Social media success

700,000
Twitter impressions

2,000
Profile visits every month

600
New followers

In addition to expanding its reach across traditional media, the UKVIA has been working hard to become a key social media voice for the vaping industry.

The UKVIA's Twitter account has generated over 700,000 social media impressions, received more than 2,000 visitors every month and has more than doubled its following over the last 12 months.

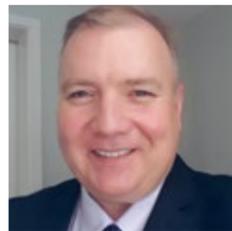




UKVIA members reflect on the year

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.

This is what UKVIA members fed back on the last action-packed 12 months for the industry and Association.



Christian Mulcahy

UKVIA Board Member
and Business
Development Director
at multiVape

“I have three key reflections on the last year for the UKVIA; firstly, the launch of VApril alongside Dr Christian Jessen was a huge success. The level of interaction with the campaign from smokers was unprecedented and really showed the difference the industry can make when it works together. Secondly, our Association has grown hugely in its membership and because we have yet more vaping businesses of the highest quality and standards enquiring every week about membership, I know we are only going to expand in future. Thirdly, this was the year in which the UKVIA became the voice of the responsible vaping industry. Our engagement with Parliament, public health and regulators is going from strength to strength and I am excited about our potential in the next 12 months.”



Andrej Kuttruf

UKVIA Board Member
and Founder and Chief
Executive of Evapo

“For Evapo, membership of the UKVIA has proved tremendously valuable. We have experienced a very warm welcome and are enjoying the first hand access to industry news, insights into regulatory developments and frequent exchange with other players in the industry. I am participating in the Operations Executive Committee which gives us the chance to directly engage with legislative stakeholders and debate the best ways to promote vaping. We found that the UKVIA is much aligned with Evapo’s mission in forming a shared voice as an industry to help bring the vaping industry to the next stage of its growth.”



John Dunne

UKVIA Board Member
and Managing Director
of E-liquid Brands

“Membership of the UKVIA this year has allowed my company to collectively engage with the UK regulatory and government bodies at a far more impactful level than it could do alone. The interaction with fellow, like-minded members also provides valuable business and networking opportunities. In my view, it is a membership that is a must for all serious industry players in the UK.”



James Barrow

UKVIA Board Member
and External Affairs
Lead at Phillip Morris
International

“The last 12 months have been huge for the UKVIA. With the launch of VApril and the first Vaping Industry Forum, the UKVIA continues to go from strength to strength. VApril gained international recognition and the Forum established itself as a leading industry event. We are looking forward to building on this success in 2019.”



Ben Potter

UKVIA Board Member
and Director of
eCigWizard

“Over the last 12 months, the UKVIA has become the key authority in educating the public and officials in all areas concerning vaping products. Having ran the highly successful public awareness campaign, VApril, headed by Dr Christian for the first time this year, we are looking forward to taking this forward in 2018/19.”



Doug Mutter

UKVIA Board Member
and Manufacturing
and Compliance
Director at Vaporized

“Being a member of the UKVIA enables Vaporized to be part of the wider engagement and education around the vaping Industry with public health bodies and beyond by working together with other like-minded and professional companies that make up the sector. UKVIA provides a great platform to help realise the evidence-based life changing public health benefits of vaping products”

Our new partners

Vape Business Ireland is Ireland's largest vaping trade association, committed to an open debate about vaping products in Ireland. The association was formed to ensure that our sector, and the consumers we represent, are properly represented in the debate on the regulation of vaping products. We work to engage with politicians, media and stakeholders to create an evidence-based discussion about vaping in Ireland

Almost half of all Irish people who have smoked in the past year have made an attempt to quit (Healthy Ireland Survey 2017) however there is currently no access to information about vaping products on Health Service Executive's (HSE) stop smoking service, Quit.ie.

Motivated by this lack of public information, VBI launched 'VApril' in Ireland year this year - a month dedicated to spreading awareness of the benefits of vaping and to dispelling misinformation to both adult smokers and policy makers in Ireland.

The UKVIA was also joined by FutureProof, a leading insurance broker that will open up, for the first time, the opportunity for vapers to access life insurance products on a par with non-smokers.

The Scottish Grocers Federation also becomes a strategic partner for the UKVIA, bringing together key retailers in Scotland and supporting the Association in its engagements with the Scottish Government.

vapebusiness
IRELAND

SGF
Scottish Grocers' Federation

futureproof

The UKVIA's priorities for the year ahead

In 2018/19, the UKVIA will be focusing its efforts on the following areas:

1. Being a strong voice for regulatory change

Whilst the UKVIA fully supports evidence-based regulation of vaping products, regulations must be proportionate to their public health potential and clearly set vaping apart from tobacco products. For these reasons, the UKVIA will continue pushing for changes to the TPD and advertising regulations to allow the full public health potential of vaping products to be realised. It will also defend against any moves to tax the sector, which would have the impact of reducing the public health impact of vaping.

2. Delivering an even bigger VApril for 2019

As the first industry-led, public awareness campaign for vaping, VApril 2018 was a huge success. But for 2019, the UKVIA wants to make VApril even bigger and better to convince more of the UK's remaining smokers to make that important decision to switch to vaping.

3. Setting the standards for the industry

As the voice of a responsible vaping industry, UKVIA members uphold the highest levels of product quality, manufacturing and safety. The UKVIA will continue to work with the MHRA, Trading Standards and other regulators to communicate compliance and standards issues and will deliver a standards charter for the responsible vaping sector.

4. International coalitions

The UK is one of the world leaders in adopting a positive and harm reduction approach to vaping. The UKVIA wants to continue building relationships and coalitions with its international partners to ensure smokers in even more countries can benefit from the public health potential of vaping.

5. One nation approach to vaping

The UKVIA will focus on ensuring that vaping's positive public health potential is recognised throughout the UK by engaging with devolved governments and public health bodies in Scotland, Wales and Northern Ireland.

Join Us

If you are interested in joining the UK's largest trade body for the vaping industry, there are different membership packages available, depending on the size and requirements of your business.

Full membership (£10,000 p.a.)

Full membership is available to medium and large vaping businesses (retailers, manufacturers, wholesalers, distributors) as well as professional, financial and ancillary service providers to the vaping industry.

Industry supplier membership (£5,000 p.a.)

Industry supplier membership is available to professional, financial and ancillary service providers to the vaping industry.

The UKVIA also offers:

Associate Membership (£600 p.a.)

change to small ancillary services provider as well as vaping independents. This package includes key regulatory and political updates, use of the UKVIA logo and a ticket to the UKVIA Forum.

Partner Membership

Available to organisations with a strategic interest in the vaping industry or harm-reduction policy, for example trade associations, think tanks, research organisations and charities. Partner status is a bespoke relationship for information sharing, strategic collaborations, and co-branding where appropriate.

For more information or to discuss membership of the UKVIA, please contact a member of our team on 020 3267 0074 or at ukvia@jbp.co.uk



Full members



Associate members



Supplier member



Partners



UKVIA - UK Vaping Industry Association

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