

UKVIA

UK Vaping Industry Association



Annual Report

2018-19

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Foreword



By Christian Mulcahy
Director of the UKVIA and MultiVape

Our annual report gives us the perfect opportunity to look back at the achievements of the previous year. We hope it gives you a flavour of the hard work our members do across the industry, all year round. With so much activity it's hard to tell how it fits into just 12 months!

In November 2018 we were very excited to see the All-Party Parliamentary Group (APPG) for Vaping publish their report *Vaping in workplaces and public places*. Mark Pawsey MP addressed an audience of parliamentarians and industry leaders in the House of Commons, discussing the future of appropriate, evidence-based policies on public vaping.

Once again, VApril made a big splash with media and the public. Many of you joined us in London for our 1st April launch, but that was just the beginning. A month of media-outreach and in-store masterclasses took our engagement to new levels. Over 1 million people were reached by #VApril on Twitter alone, with tens of thousands of collateral pieces distributed and featured on dozens of media channels.

The UKVIA's media engagement has been a strong suit across the board this year. When San Francisco decided to ban vaping, we were there to defend the UK industry on Sky and the BBC. Fortunately, vaping in Britain has more positive stories to tell. We were proud to champion Ecigwizard's move into an NHS hospital, a key step in maximising harm-reduction. Elsewhere, we worked with POLITICO on a series of articles about the Great British vaping success story.

It has also been a year of serious industrial engagement. Wherever you heard vaping leaders talking in the last 12 months, there is a good chance you were listening to UKVIA voices. At Vape Jam 2019 we held a thought-provoking panel discussion on responsible marketing. It is vital that our industry be recognised as responsible and we take this message to every fixture in the vaping calendar.

One such fixture, quickly becoming an industry favourite, is the UKVIA Forum. For 2019 it was back and bigger than ever. Thought-leaders, industry figures and special guests joined us in May for a packed schedule of discussion and debate. Delegates heard the latest takes on every issue, from CBD to public health and workplaces to regulation.

A welcome innovation at this year's forum was a dedicated networking event: the 'Celebration of Vaping'. Our industry is all about people; passionate and knowledgeable sellers serving consumers who demand the best. It was brilliant to see our delegates sharing their stories, ideas and plans for the future with each other.

Another very welcome addition to the industry is the UKVIA code of conduct agreed this year. In line with our commitment to demonstrate the best of responsible vaping, our members have drawn-up and signed a market-leading charter of best practise principles. Of everything accomplished in the past 12 months, this is one milestone we're particularly proud of.

There have also been exciting developments in the UKVIA's partnership strategy. Forging links with respected institutions will pay real dividends for our industry. We were delighted to announce our Primary Authority Partnership with Surrey and Buckinghamshire in July 2019. UKVIA members will enjoy guaranteed, expert advice on regulatory issues, as well as robust support in compliance.

None of this would be possible without our fantastic, proactive membership. They brought all of their passion and know-how to our July AGM, to reflect on another successful year and the opportunities that lie ahead. As we welcomed new members and old friends, the enthusiasm was truly infectious.

So, we say onwards, to another year of growth, education and excellence. For UK vaping, the sky is the limit!

Timeline

2018



September

The UKVIA brings together more than a dozen global associations for memorandum of understanding on WHO's COP8 vaping framework

October

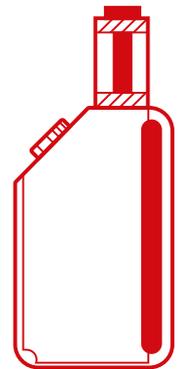
UKVIA leads events at Conservative Party Conference

November

The APPG on Vaping launches their report: *Vaping in Workplaces and Public Places*

December

Public Health England science campaign reaffirms that vaping is 95% less harmful than smoking



2019

January

UKVIA launches 10 Reasons to Switch for National Cigarette Amnesty Day

February

A new study shows vaping is almost twice as successful at getting people to stop smoking than nicotine replacement therapies



April

The VApril campaign provides a month-long programme of engagement and education across the country

April

The UKVIA hosts a panel discussion on marketing at Vape Jam 2019



May

The industry gathers for discussion and debate at the annual UKVIA Forum

June

San Francisco vote for the USA's first vaping ban, robustly criticised on television news by UKVIA spokespeople

July

UKVIA member ECigWizard open two shops in Midlands hospitals, with media support from the UKVIA

July

The UKVIA announces a Primary Authority Partnership with Surrey and Buckinghamshire

August

The NHS publishes new statistics continuing to show the positive effect of vaping on smoking rates



UKVIA Forum 2019



Platinum sponsor

Diamond Mist

Forum report

The UKVIA forum continues to grow into a central fixture of the vaping calendar. I am proud to say that I opened this year's event, which was the biggest and best to date. I began with a call for excellence and I'm pleased to say that is what we got!

Looking out at the packed room back in May, as Diamond Mist opened the day's discussions, we saw enthusiasm and expertise in every row. The future of our industry could not be in safer hands.

There was no timelier topic to kick off with than that of regulation. The market has products and devices that consumers love, and an ever-growing community of vapers, but all of that is based on appropriate legislation. With the industry speaking as one voice through the UKVIA, we ensure that legislation is progressive and informed.

To really play our part in the vaping conversation we need to speak to the right people. That's why we were so happy to see politicians engaging seriously with the Forum. Mark Pawsey MP lead a forensic examination of the UK's attitude towards vaping. The public have important messages for us and we are most certainly listening!

We were also excited to listen to Mark's parliamentary colleague, Sir Kevin Barron MP, chair a panel debate in the afternoon.

Sir Kevin's record on backing harm reduction is incredibly refreshing and represents exactly what the industry needs. The public health prize is there for us to seize – many of the people in the room that day are seizing it along with us.

The Forum was completely right to draw attention to the work of entrepreneurs in the industry; it's something we certainly hope to see again next year. We're blessed to have people in every sector of vaping with new ideas and fresh approaches. Vaping is a true consumer movement, led by those seeking innovation and quality, and the Forum highlighted this for all to see.

In a fast-moving, competitive market, everyone needs to be on their toes. Vaping has succeeded because we react to change and always prioritise delivering for our customers. This kind of adaptability is a hallmark of vaping in the UK today; long may it continue!

We've seen ups and downs in vaping perception since the Forum. With so many people taking their lead from the United States, bans like that of San Francisco can cast the industry in a poor light. The Forum gives us the chance to come together and find solutions to the tests we all face.

It wasn't all serious though. We were proud to sponsor an event that brought so many people together in positivity and laughter. Sharing ideas, sharing experiences - that is what the Forum is really about. To do it among friends and colleagues was a pleasure.

There really wasn't a 'typical delegate' at the UKVIA Forum this year. The audience was drawn from every part of the vaping community, from across organisations and across continents. This dynamic make-up of attendees gives us the chance to engage with the whole industry, under one roof.

We have every reason to be proud of what the industry has achieved so far and every reason for optimism in the future. We've come a long way, but we can go further still, together.



By Richard Russel



VApril strikes again

Every year, according to Public Health England, vaping contributes to 20,000 successful attempts by smokers to quit in the UK. Yet millions of smokers are still yet to make the switch, despite a clear public health consensus in the UK that vaping is a far less harmful alternative to smoking and the most effective and enjoyable way to quit.

This message needs to reach the remaining 7.5 million smokers in the UK – and VApril is a key element of the UKVIA's campaign to do it. In 2018, the UKVIA launched the first nationwide vaping awareness month to encourage smokers to switch to vaping and, together with parliamentarians and public health professionals, formed the first united statement to smokers that vaping is the safer alternative for those who remain unwilling or unable to quit smoking.

Launched by TV-Doctor Christian Jessen, the inaugural VApril saw smokers across the country take up the VApril Challenge in a month-long commitment to switch and reached international audiences with the UK's pro-vaping stance towards public health. The message had worked.

Back for a second year, VApril 2019 aimed to build on this momentum. This time round the Association launched two initiatives: Switch On to Vaping and Speak Up for Vaping – encouraging smokers to make the change, whilst generating a groundswell of support and advice on the benefits of vaping. Fronted again by Dr Jessen, VApril launched in Leicester Square with a bespoke pop-up shop that helped some 150 London-smokers make the switch there and then, thanks to our members.

VAprilTM
2019
Vaping Awareness Month





The campaign was rolled out across 10 UK cities, with 47 member vape stores offering master classes to those who took up the Switch On to Vaping Plan, a guide written by vapers for smokers with the New Nicotine Alliance. Participants were led through four simple steps to start their journey towards quitting and received a take-home guide, free starter kit, along with tailored advice for first time vapers from our in-store teams. Making a VApril record, Cardiff helped a total of 210 smokers start the plan within just 3 weeks.

#SpeakUpforVaping also saw vapers and supporters alike share stories on how they had benefitted from vaping. The SpeakUp initiative offered key words of encouragement for smokers quitting and

over 1.1m were reached on social media with #VApril. For the first time, VApril went global as the South African Vaping Products Association launched a sister-campaign at the Cape Town Vaping Festival. Other international support included countries like New Zealand, France and the USA.

With the month over for another year, the UKVIA developed the VApril Hub - a one-stop-shop for those hoping to stop smoking and start vaping. Here smokers can get inspired, begin a Switch On to Vaping Plan and look up their nearest recommended vape store. UKVIA's Expert Panel are also on hand to answer all vaping-related questions through the Hub.



Research Development

The public health case for vaping

The last twelve months have been another fruitful year in terms of public health news around vaping. Whilst we can continue to rely on the now well-established message that vaping is at least 95% less harmful than smoking, there has been a new build-up of an even wider database of evidence which debunks some of the misconceptions that remain about vaping.

As an industry, we all fully understand the vital role and the success that vaping has when helping smokers to quit. This year a study released by the Society for the Study of Addiction, confirmed what many of us in the industry already knew. Doctors, in a study of almost 19,000 smokers, found that vapers were 95% more likely to be successful than those not vaping in their attempts to quit smoking.

Not only does vaping continue to be regarded as one of the best tools for smoking cessation, findings by Cancer Research UK show that there is a significant financial incentive for smokers to switch to vaping. We know all too well that smoking in large part affects those

on the lowest incomes in society with the average smoker spending around £400 every 3 months on cigarettes, or around £1600 a year. However, by comparison the average vaper spends less than half of that, just £190 every three months or around £760 a year.

This year has seen an increase in media reports, generally emanating from the US, focussing on the so-called youth uptake of vaping. However, despite this coverage, it has been important to see the consistent publication of research which has debunked the myth that young people vaping is on the rise.

However, despite the volume of positive research, the vaping industry must continue to tackle perceptions around vaping. Studies in the past 12 months from Public Health England (December 2018) and from Kings College London (January 2019) again showed that 44% of smokers still either wrongly believe vaping is as harmful as smoking or don't know that vaping poses lower risks to health. Similarly, the number of people who think smoking and vaping are equally harmful has risen from 9%

in 2012 to 21% in 2017. The position is similar in other parts of the UK; Action on Smoking and Health in Wales research shows that over 50% of smokers in Wales do not realise that vaping is less harmful than smoking.

Research this year from UKVIA member PMI has demonstrated that there is also a level of unawareness amongst health care professionals about the benefits of vaping. For example, 93% said that they were unaware of Public Health England's position and this has led to 72% of healthcare professionals thinking that hospitals should not allow vaping on the NHS estate.

However, there are still positive signs that this may be changing; UKVIA member ECigWizard opened the first two vape shops in NHS hospitals this year which has rightly been seen as a ground-breaking move to offer staff, patients and visitors an alternative to smoking. The UKVIA will be campaigning for other NHS Trusts to follow suit in the months ahead.

First vape shops make entry into NHS hospitals

UKVIA member, Ecigwizrd, have opened two vaping shops at a West Midlands Healthcare Trust, in a ground-breaking move to offer staff, patients and visitors an alternative to smoking following a site-wide ban.

The Ecigwizrd shops are based at Sandwell and City Hospitals, which are operated by Sandwell and West Birmingham NHS Trust (SWBH).

Dr David Carruthers, Medical Director at West Midlands Healthcare Trust, said: *"The Trust's board, and our clinical leaders, are united in the view that smoking kills. Given that simple truth, we can no longer support smoking on our sites, even in shelters or cars. No more passive smoking on our sites is a public health necessity. Giving up smoking saves you money and saves your health."*



Two thirds plus of vapers never thought they could break their smoking habit

UKVIA research shows vapers save money, feel better and would recommend that smokers make the switch

The first public opinion research conducted by national polling agency One Poll on behalf of the UK Vaping Industry Association into the impact that making the switch to vaping can have on smokers was published this year.

The research focused on 10 key cities across the UK. The findings were used to kick-start the VApril campaign and continue to provide useful insights for UKVIA members to help them understand the motivations for smokers who want to make the switch and provides some empirical evidence to help them make the case to smokers.

The research showed that, on average, vapers save £346 a year compared to when they smoked, with vapers in Glasgow saving the most (£565 per year) followed by vapers in Leeds (£551 a year) and Newcastle (£494 a year).

The research found that the average vaper was 37 years old and had been vaping for three and a half years. Vapers who had made the switch from smoking had a cross over period of around two months where they were smoking and vaping, before giving up smoking completely.

More than half of ex-smokers said it was the cost of smoking that made them want to quit, with 43% also saving that they knew it was bad for their health. More than two-thirds of vapers (68%) said that they never thought they would quit smoking until vaping came along, with many having tried a variety of other nicotine replacement tools like patches (40%) and gum (35%).

Vapers were most likely to recommend mint or menthol flavours (33%) to smokers as the first flavour to help them

make the switch, followed by strawberry (29%), cherry (27%) and tobacco (25%).

However, the research also showed that 48% of vapers sometimes felt like they were being judged for vaping, which demonstrates the importance of the industry working together to emphasise the positive case for vaping and to challenge the misconceptions that remain around our industry. This will continue to be a key feature of the UKVIA's advocacy work in future.

The UKVIA will use these findings in future publications and in briefings to the media and politicians to help demonstrate the broader benefits to smokers of making the switch to vaping. The findings are also available to members to help them with their own advocacy. The UKVIA hopes to conduct further research over the next year into smokers' attitudes and to gain insight into the UK vaping market.

Key findings

• Vapers save an average of £346 a year compared to when they smoked	£346
• 47% of vapers report feeling healthier compared to when they smoked	47%
• 43% report having more money	43%
• More than 2 in 3 vapers said that they never thought they would quit smoking until vaping came along	2 in 3
• 80% of vapers would recommend smokers to try vaping to help them quit	80%

UKVIA - The growing media star

This was the year that the UKVIA secured its position as the go-to commentator for the media on the vaping industry in the UK.

We are regularly approached by national and international publications and broadcast outlets for our views on the latest developments in the sector, or to offer rebuttal to comments made by others. Recent media channels that have covered analysis and commentary from the UKVIA and our members include the BBC and Sky News, the Daily Mail, Daily Telegraph, Daily Mirror, The Guardian and The Sun and the widely read Politico website.

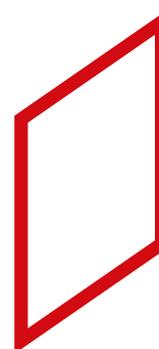
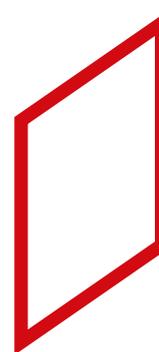
This increase in proactive approaches from the media is due to the increased frequency of commentary provided by the UKVIA on developing stories in the sector, and also the outreach from the UKVIA team to journalists that write about vaping – we are continually reaching out to journalists asking if they would like further briefing or other background on vaping in the UK and to help correct any misconceptions they may have. This outreach continued during the Global Forum on Nicotine where the UKVIA's attendance created a number of leads for future media opportunities examining the vaping market in the UK.

The flagship moment in our public relations calendar is VApril, which in its second year secured further substantial coverage, including 24 pieces of print and online coverage and 49 pieces of radio coverage with a combined potential reach of 263 million people.

In the coming year, we plan to build on this success with further campaigns, focused around the theme that vaping matters and combating harmful scare stories.

Alongside our own campaigns and announcing new members, we have also supported members in their own media handling, such as providing additional spokespeople to comment in broadcast media when member Ecigwizord opened the first vape shop in an NHS hospital, or when a particular member had been approached about a media story and it was more appropriate for the UKVIA to respond to on behalf of the whole sector.

We have continued to build a strong roster of spokespeople who have had the opportunity to practice media interviewing techniques and gain an insight into the UKVIA's core campaigning issues. This builds confidence in a media interview environment, so that our spokespeople are able to bring their own experience to bear in interviews on behalf of the association. We will continue to run these media training sessions in the coming year.



GETTING SOCIAL



1325.2K
impressions



2,200
average profile
visits per month



1,003

New followers on UKVIA Twitter and VApril
Facebook and Instagram pages.

Alongside hitting the media headlines, the UKVIA has continued to boost its social media presence and expand its reach as the leading voice for the vaping industry.

To do this, the Association got creative. Adding to industry news, member updates and VApril awareness, 2019 saw the introduction of 'memes' to the UKVIA twitter account. In

response to issues ranging from San Francisco's vape ban, to the World Health Organisation's anti-vaping approach to #WorldNoTobaccoDay - the witty visuals not only enhanced the UKVIA's voice for vaping reform, but also appealed to a wider audience of supporters.

The UKVIA's twitter account continued its popularity, receiving more than 2,200 visitors every month. But it was VApril 2019 that saw the greatest engagement - with the hashtag #VApril reaching more than 1.1 million users, posts gaining over 654K impressions and more than 36.7K video views across all social media channels.



UKVIA members reflect on the year

Chris Aikens

UKVIA Board Member
and Government Relations
Manager at JTI



One of the most interesting parts of the vaping industry in the last 12 months has been regulation. We've seen things evolve and, when they do, it of course creates challenges and opportunities. In the coming year we need to seize the potential for regulatory change, for the benefit of the category and its consumers. A key factor in this approach will be engaging with key stakeholders and decision-makers, as we have so successfully before.

Brexit has also been a key issue in the past year, not unsurprisingly. Uncertainty of course exists, but we are approaching the future very positively. Brexit will likely lead to new opportunities in our market for those prepared to grasp them. Whatever the coming year has in store, there is every reason to be optimistic for vaping.

Doug Mutter

UKVIA Board Member
and Manufacturing and
Compliance Director at VPZ



The public health consensus that vaping is 95% less harmful than smoking continues to grow year-on-year. For the industry, this means that we offer one of the biggest public health prizes of the 21st century. The success of VApril has been fantastic in promoting this message and we're now seeing international recognition for the campaign's positive approach to helping smokers quit. The UKVIA has become the go-to industry body and is going from strength to strength with membership continually growing.

Damien Bove

UKVIA Board Member and
Co-Founder of Adact Medical



Despite the significant progress in the public health stance on vaping, regulations continue to tighten. At Adact Medical we are seeing many companies start to struggle in the changing market conditions, whilst those that are well prepared remain strong. Compliance has never been so crucial for vaping companies both big or small and we look forward to a healthy 2019/20 for the whole industry

Dan Greenall

UKVIA Board Member and
Managing Director of Oxford
Vapours



Vaping has taken many twists and turns over the past 12 months, much like the previous 5 years. Key highlights have included an impressive VApril launch event and the second UKVIA Forum, which showcased representatives from the pub industry, trading standards and of course Dr Christian Jessen.

As the UK continues to be a leading example in international vaping policy, others are now following suit with France and United Arab Emirates recognising vaping as the most effective and successful means of quitting smoking. However, there is still much work to be done, as many countries like Norway and India take a very different view on the industry. Oxford Vapours looks forward to working with the UKVIA in the coming year, to further the industry's progress on the public health and regulatory frontlines, both within the UK and internationally.

Beth Casey
Government Affairs
Manager at BAT



The work of the UKVIA has been critical in raising product standards across its members and indeed, the industry. The development of the UKVIA Code of Conduct goes beyond what is required by law and clearly demonstrates the commitment of all members to responsible retailing. It ensures that all products are fully compliant with relevant quality and safety regulations, and beyond adhering to the regulatory requirements, the Code of Conduct ensures that the marketing and sale of vapour products are responsible and targeted exclusively to adults. This is just one example of how the UKVIA has become a trusted voice for vaping.

Martin Miller
UKVIA Board Member and Sales
Director at AYR



At AYR we are pleased that vaping-use remains on the up, as the industry continues to improve and develop. Slowly but surely public understanding and acceptance of vaping as being 95% less harmful than smoking is increasing, but there is a long way to go if we are to achieve a smoke-free Britain by 2030. The UKVIA is now seen as the 'voice' of the industry and is well positioned to have a real impact in policy and public health arenas for vaping in the next 12 months.

In the last year, it's been clear through both representation in the media and our own research that levels of confusion and misinformation around the benefits of vaping versus tobacco smoking remain worryingly high. We look forward to working with the UKVIA to help reverse this education discrepancy in coming months.

Pascal Culverhouse
UKVIA Board Member
and Founder of Electric
Tobacconist



From its beginning in 2015, the UKVIA has now emerged as the go-to industry representative for comment on any news angle relating to vaping in the UK. Alongside this, vaping itself has become increasingly understood and accepted as an effective and less harmful alternative to smoking. This progress has been reflected in the industry's performance as it remains one of the fastest growing markets in the UK and the one of the few retail trades to maintain its high-street success.

Tao Cui
Managing Director of Innokin



Vaping popularity is still on the rise and the UK public are gradually becoming better educated on its benefits thanks to support from public health bodies, parliamentary committees and successful media campaigns. UKVIA has taken a global lead on vaping awareness and tobacco harm reduction. VApril, for example, was a fantastic UKVIA-led initiative that achieved international reach and we look forward to an even bigger and better VApril for 2020.

Alongside this optimistic outlook for the industry, there are, of course, some challenges. With a reported rise in youth vaping in the USA, its use amongst young people is perhaps the most critical issue that needs to be prevented for our industry. Innokin is in full support of such regulation and is working with the association to help UK authorities educate, monitor use and enforce age restrictions to prevent any possible rise in its uptake amongst young people. By normalizing vaping and raising public awareness on tobacco harm reduction, it will hopefully become less attractive to younger audiences and appeal more to established smokers.

New members update

The UKVIA continues to go from strength to strength and this year with 9 new members from different sectors of the industry joining the growing ranks of the association. New members only enhance our aims and objectives: as the old saying goes there is *strength in numbers*.

The logo for Innokin, featuring the word "INNOKIN" in a bold, black, sans-serif font with a thin blue horizontal line above and below the text.

Innokin

Chinese device specialists Innokin not only joined the UKVIA but also sponsored our Forum in May, demonstrating an immediate commitment to supporting the association. Innokin was founded in 2011, with the goal of combining technological innovation and leading designs to create high quality e-cigarettes and Advanced Personal vaporizers. Innokin design and manufacture four internationally recognized vaping brands and their mods are available in over 10,000 vape stores worldwide.

The logo for JUUL, consisting of the word "JUUL" in a bold, black, sans-serif font.

JUUL

Created by Stanford science graduates, US vaping giants JUUL were an exciting addition to the UKVIA roster in 2019. JUUL's own research has shown that in the US already one million smokers have switched to JUUL.

JUUL was founded by former smokers, James Monsees and Adam Bowen in the US with the goal of improving the lives of the world's one billion adult smokers by eliminating cigarettes. Today, JUUL Labs is a thriving team of scientists, engineers, designers, supply chain experts, customer service and business professionals who believe that design, technology and out-of-the-box thinking are the keys to creating the most satisfying alternative to cigarettes.

The logo for e-cigarette DIRECT, featuring the words "e-cigarette" in a white, lowercase, sans-serif font and "DIRECT" in a smaller, white, uppercase, sans-serif font, both set against a blue rectangular background.

E-Cigarette Direct

E-cigarette Direct has been one of the UK's leading e-liquid and electronic cigarette suppliers since 2008. Starting-up in an old farmhouse kitchen in South Wales, founders Jean Rasbridge and James Dunworth quickly grew the company with focus on customer support and service. In 2013 the company opened its first shop in Neath, South Wales and now has a network of 20 shops across England and Wales, as well as supplying hundreds of stores worldwide.

With a vast range of products and thorough testing, E-Cigarette Direct ensure a safe and satisfying vape experience for their customers and provide handy 'how to guides' for smokers who are trying to make the switch. E-Cigarette Direct has joined the UKVIA a full member.



Oxford Vapours

An inspiring vaping story, Oxford Vapours was set up because the father of current Managing Director Dan Greenall suffered from Deep Vein Thrombosis due to years of smoking. Both father and son have been able to kick the habit through vaping.

Oxford Vapours' serves the Oxfordshire area and the company comprises three stores, a VapeVan™ delivery service and a small warehouse/office for online sales and stock management. Oxford Vapours also has their own line of e-liquids which are sold across the UK and Scandinavia. The company hopes to grow their e-liquids offering over the forthcoming years, whilst continuing to adapt their retail chain so they remain the most successful vaping specialist in the area.



SMOK

Another Chinese entrant into the UKVIA this year has been SMOK, who serve over 80 million consumers worldwide after just nine years in business. SMOK has a variety of e-cigarette products, such as vaporizers for beginners to experienced vapers and e-liquids. SMOK has also launched an exclusive App, Vaping Tour, a smart vaporizer management and social platform. SMOK is dedicated to creating new vaping experiences for their customers, with a focus on product quality, safety and customer service.



FlavourIQ

German e-liquid specialists FlavorIQ, joined the UKVIA as a supplier member this past year. With over 60 years' worth of experience in smoke and vapour flavours, they are one of Europe's leading suppliers of e-liquids. The company's products go through a stringent testing and quality control process at their in-house facility in Hamburg, Germany, ensuring that their customers never have to worry about the quality of the products they are purchasing.



Zeus Juice

Formerly known as Zeus Juice UK, Zeus Group started with Owner & Master Mixologist Paul Curtis creating his own flavours for himself and his friends to kick their smoking habit. Fast forward six years and Zeus has grown quickly to become one of the most effective e-liquid manufacturers in the UK. With its prestige e-liquid brand Zeus Juice, and revelatory new mid-shelf e-liquid brand 'Myth', Zeus continues to set the tone in the prestige vape sector.

Members News

Oxford Vapours has managed to bring their retail sales back up to figures to pre-TPD levels and has also expanded their own brand's e-liquid offering. The company had seven SKUs available as of December 2018 and this has nearly doubled to 13 which are being sold in approximately 8 countries across 2 continents.

Oxford Vapours has gone strength to strength over the last twelve months and is equally confident that these numbers will increase further over the forthcoming months before the end of 2019.

Dan Greenhall, Managing Director of Oxford Vapours, says: "We've found that different legislation stand points in each country across the world is making it a big challenge to provide our quality products to as many countries as we could/would like to. It's a good learning curve though, so not a negative per se.."

Adact Medical has continued to grow, adding to their client base and new members to their team.

Damian Bove, Chief Regulatory Officer at Adact Medical, is confident about the outlook as the company starts servicing clients with FDA and PMTA compliance

Logic Vapes has had another successful year in developing its vaping devices and its overall vape offering. In the last twelve months, the vape brand has successfully launched the Logic Compact device, which has had great success. Logic has also launched its EPIQ range of e-liquids, which comes in a variety of flavours from Berry Blast to Vanilla Slice.

Over the last 12 months **VPZ** has grown to 133 stores in the UK with expansion plans in place to reach 300 before 2022. VPZ was delighted to be ranked 24th in the Sunday Times Virgin Fast Track 100 companies and ranked 1st place for Scottish companies. VPZ has grown by 97% over the last three years placing it in the top 25 fastest growing companies in the UK.

Vype was awarded with the Product of the Year 2019 award for the Vype ePen3.

Bethan Casey, Regulatory Engagement and Legal Executive at BAT, said: "As a key product in our portfolio, it was great to get positive recognition from the external vaping community, and it's a major milestone for the last 12 months.

Alongside the Vype ePen3, Vype has had various other product

launches including Vype iSwitch and Vype ePod. The Vype iSwitch introduced the puretech plate technology to the UK market, offering an alternative to coil and wick devices; and the Vype ePod is a small but powerful device, reflecting the shifting demands from vapour consumers.

Adds Casey: "We want to continue to work to prevent youth uptake of vaping, both in terms of marketing and accessibility. With unhelpful reports from the US continuing to permeate UK media, we believe that we must ensure this continues to remain at the top of the agenda for the sector."

AYR has continued their tradition to innovate their technology with the smoker in mind helping to design a product experience which will help smokers make the switch to a safer alternative whilst not sacrificing many of the smoking rituals that they love. Like much of the industry, AYR, continue to see levels of confusion and misinformation around the benefits of vaping in comparison to smoking, which are worryingly high.

Zeus Juice UK has rebranded from Zeus Juice UK, to reflect the growth in the business and the new directions of expansion available to us. Zeus has invested huge sums in new business systems, production capability and headcount so that we can enter the global market, and face domestic market challenges head on. We are now one of the best placed UK e-liquid manufacturers to continue the vape revolution.

Marc Curtis, Managing Director at Zeus Group says: "It's not just about good business – it's about accountability. Doing all of this in under a year is really, really hard but the return on investment is huge."

Through its UKVIA membership, Zeus Group is committed to ensuring the vibrancy and diversity of the Vape sector, and safeguarding consumers from sub-standard products that have dominated headlines recently. Like all other UKVIA members, Zeus Group understands its responsibility to act with integrity and honesty towards UK consumers.

Innokin has been extremely successful in product and technology development over the last 12 months. Its Kroma-A Zenith kit is the first box mod certified UL8139 for electronic cigarette battery safety. The Adept is another innovation that is IP67 Dust-proof/Waterproof and features automatic optimal wattage range select and 2Amp Quick Charge.

Priorities for the next 12 months

In 2019/20 the UKVIA has an ambitious plan to grow and expand our reach in the following ways

- Manage the continued misinformation about the vaping industry reinforcing the positive impacts of the sector to all stakeholders
- Increase our members in all categories – both at Full Membership level but also our Supplier Membership and Associate Membership numbers to ensure the UKVIA is the voice of all sections of the industry – both large and small.
- Showcase our Code of Conduct and ensure that UKVIA members uphold the highest standards.
- Continue to build our public profile as the pre-eminent membership body representing all sections of the vaping industry in the UK
- Develop new external strategic partnerships, including working with other membership bodies to drive forward common agendas and issues
- Ensure the Vaping APPG is one of the most active in Westminster with regular events and an increasing number of Parliamentarians attending our events and receiving our briefings
- Continuing to campaign for proportionate and fair regulatory environment for the vaping industry

