

The leading vape magazine for news and convenience retailers

Vape Retailer

March 2021

HOW TO USE YOUR GANTRY TO BOOST SALES IN YOUR STORE

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Analysis: Keep your business and your customers safe from dodgy vapes **p7**



Revealed: The vape hardware customers buy in c-stores **p10**

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Key terms

The vaping terminology you need to know to talk to your customers about the category

Atomiser

The heated coil that warms the e-liquid and turns it into vapour.

Battery

The power source. This is either activated by pressing a button or inhaling, depending on the device.

Cartomiser

A combination of atomiser and cartridge, which is part of a single-use vaping device.

CBD

Cannabidiol. One of the 113 cannabinoids derived from the cannabis plant. It provides the relaxation of cannabis, without the high, which comes from THC.

Charging port

Most devices can be charged with a micro USB cable.

Cigalike

E-cigarettes that look similar to a traditional cigarette.

Clearomiser

These contain an atomiser and a cartridge. They have a clear tank and heating coil, and can be reused.

Closed tank system

A vaping device that uses pre-filled e-liquid flavour pods that can be inserted directly into the pen.

Coil

A wire heated by the battery. E-liquid is turned into vapour by this part of the device.

Direct-to-lung

When users draw vapour directly into their lungs without it lingering in the mouth, similar to a shisha/hookah pipe.

Disposable

A device that can only be used once.

Flooding

What happens when you overfill the atomiser with e-liquid. It results in a wet, gurgling noise when used.

mAh

Milliampere hour. Commonly used to measure the capacity of a battery. The more mAh, the longer it lasts.

Mg strength

The amount of nicotine in an e-liquid per millilitre. The maximum strength legal in the UK is 20mg/ml.

Mouth-to-lung

When users inhale vapour from the device into their mouths, and then draw it into their lungs, more closely replicating a cigarette.

Nicotine pouch

A pouch that contains no tobacco that fits under the lip to deliver a hit of nicotine when smoking/vaping isn't possible.

Nic salts

An e-liquid that contains the same form of nicotine found in tobacco. It enters the bloodstream quicker and offers a comparable experience to smoking.

Nicotine shot

A flavourless bottle of nicotine that can be added to short fills.

NRT

Nicotine replacement therapy. A controlled way of reducing tobacco consumption over time.

Ohm

Unit of electrical resistance. The lower the ohm, the faster coils heat up and produce more vapour.

Open system

A device that enables consumers to mix in their own e-liquids manually. Can also be known as a box mod.

PG liquid

Propylene glycol. The higher this number, the bigger the 'throat hit'.

Pod

A flavour capsule that is built for convenience.

Short fill

Nicotine-free e-liquid that can be used with open systems.

Sub-ohm

Vaping with a sub-ohm device increases the amount of flavour produced. Sub-ohm levels are marked as less than one ohm.

Tank

The part that holds the e-liquid in an open system device.

Terpenes

These are chemicals associated with producing smell.

Throat hit

The feeling when vapour hits a user's throat. Often used to compare the experience to traditional cigarettes.

VG liquid

Vegetable glycerin. The higher this number, the more 'cloud' produced by the liquid.

How we can learn together

Regular readers will notice something different about the profile in this month's Vape Retailer. While traditionally we look at a convenience retailer who's excelling in the category, this time we've gone to a vape specialist to find out what they're doing to stand out.

You'll get a look inside how another type of business is selling vapes to their community. Hopefully, you'll get some inspiration for ideas you can try in your store. You'll also see some of the things a vape specialist store does which you cannot, and vice versa. This is a great way of understanding where your two businesses are different, where your specific strengths are and how you can continue to play to them.

We also have an in-depth look at the shocking revelation that 38% of smokers think vaping is as harmful as smoking, and ask: what can retailers do to dispel this myth? For many retailers, a big reason for stepping into the market has been about getting their community off tobacco. Yet these Public Health England stats show work still needs to be done



on getting across the message that vaping is less harmful than smoking regular cigarettes.

Once that message is communicated, the whole industry, vape specialists and convenience stores alike, will benefit.

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Key contacts to build your range

Flavour Warehouse becomes the UK's biggest independent vape company

The acquisition of Vapouriz follows Flavour Warehouse buying Total Vapour and Premier Vaping in 2019 and 2020

Flavour Warehouse has announced its acquisition of Vapouriz in the company's third large-scale deal in the past 18 months.

Flavour Warehouse, which owns Vampire Vape, previously bought Total Vapour and Premier Vaping in 2019 and 2020, respectively.

Vapouriz operates online alongside seven retail stores, franchises in convenience, and a manufacturing facility for its range of premium e-liquid sub-brands, which includes Double Drip, Pocket Fuel and Pure Evil.

The acquisition means Flavour Warehouse is now the largest inde-

pendent vape company in the UK. The company said that following the acquisition, Vapouriz will continue to trade as normal, so convenience retailers do not need to change how they order stock.

Kanesh Khilosia, director at Flavour Warehouse, said: "There's a lot of synergies between the two companies. Vapouriz is an established manufacturer, wholesaler, and multichannel retailer, with a range of own-label e-liquids and hardware, similar to our ourselves."

"The acquisition of the company was the next logical step in delivering on our growth objectives,

as we continue to identify opportunities to strengthen the group's position as the market leader in the UK and internationally."

Phil Boyle, founder and chief executive officer of Flavour Warehouse, said: "I'm very excited by this acquisition. It represents a major growth opportunity. We're continually looking to invest in our future, employing more people and increasing our product and service offering, to give customers more choice."

Brett Horth, founder of Vapouriz, said: "While it is the end of a (nearly) 10-year journey for me

personally, I am delighted that Vapouriz will benefit from the shared synergies of both companies coming together and flourish under the leadership of one of the most respected and successful brands in the vaping industry."



Vaping revealed as most popular aid to quit smoking, says Public Health England

Public Health England (PHE) has released its seventh independent report on vaping in England, outlining the attitudes towards vaping and smoking in the country.

When looking at vaping prevalence among adults, the proportion of vapers who also smoke has declined since 2012.

Though figures vary, which according to PHE is the result of different definitions of smoking status, data from the Smoking Toolkit Study shows a drop from 92% to 51%.

The PHE research has also revealed that using a vaping product is the most popular aid used to quit smoking.

"In 2020, 27.2% of people used a vaping product in a quit attempt in the previous 12 months," the report says.

"This compares with 15.5% who used nicotine replacement therapy over the counter or on prescription (2.7%), and 4.4% who used varenicline."

Meanwhile, a 2020 Action on Smoking and Health Smoke-free Great Britain Youth Survey of 11-to-18-year-olds shows there has been "little change" in vaping levels in the past few years in the demographic, with current vaping prevalence (at least once per month) being 4.8% in March 2020, the same as in March 2019.

Among this group, most vapers were either former or current smokers, and the main reasons for vaping were to: 'give it a try', 'for fun/I like it' or 'liking the flavours'.

Of those who vape, 11.9% reported doing so to quit smoking.

Fruit flavours dominate EU and UK market

European Commission data covering August to September 2020 has revealed that fruit flavours, such as cherry or strawberry, are the most popular with users who smoke an e-cigarette at least monthly.

In the data, which covered respondents from the European Union and UK, fruit was the most popular at 48%, followed by tobacco at 36%. Nicotine-based e-liquids were preferred by 12%, while alcohol flavours were the least popular flavours at 4%.

Menthol and mint flavours sit in third place at 30%, but have grown by eight percentage points since 2017, possibly reflecting the impact of the menthol ban in tobacco. The data also revealed that 22% of respondents in the UK have tried e-cigarettes once or twice.

Sponsored content

Win £150-worth of Zeus Juice e-liquid stock



Zeus Juice has partnered with Vape Retailer to offer 100 readers the chance to sample a case worth £150, comprising Zeus Juice premium varieties, all of the e-liquids from its value brand, Proper Vape, and as part of an exclusive preview, two short fills from its soon-to-be-launched range, Bolt.

To enter, head to better-retailing.com/competitions

Introducing Vuse

Vype is becoming Vuse, keeping the same taste under a different name

BAT has one purpose with its Vype brand: inspiring consumers with high-quality products.

This has led to it not only gaining retailer and shopper recognition, but, most importantly, trust and loyalty.

Now, Vype is evolving into Vuse, a brand that will remain committed to catering to your customers' ever-evolving vaping needs. Vuse will be available everywhere Vype is currently sold. This will include Vapermarket.co.uk, cash and carries, dis-

tributors and BAT UK's van sales.

Vuse will bring everything together under one global brand to serve all its consumers better. Through a revamped brand look and feel, product upgrades and more choices for your customers, Vuse will continue to inspire and be at the forefront of innovation.

Looking ahead, the company is also making choices with a view to delivering more sustainable vaping products to you and your customers. Stay tuned to find out more.



Current

New

Vype and Vuse e-cigarettes contain nicotine, which is addictive. 18+ only. Read leaflet in pack.

TOP TIPS TO BOOST SALES WITH VUSE

1 Have a good range availability

Closed system vaping devices are continuing to become the vapour product of choice for adult nicotine consumers, which is why BAT has invested significantly to achieve a market-leading position with its flagship vape brand, Vype.

It is crucial for retailers to stock a full range and maintain a good availability of products so they can provide a successful offering to their customers.

The colour coordination and intuitive navigation elements will help ease the transition. Flavour names will remain the same as on Vype to limit the disruption and ensure a smooth migration.

2 Take a category approach

Bring your vaping product range together in a great display solution, as offered by the BAT UK gantry. Next-generation products should be displayed prominently in store in a clear and tidy display to ensure customers are aware of the range available. If products and categories are

scattered across the shop, your display becomes disjointed and creates confusion for staff and consumers alike.

3 Use Vapermarket.co.uk and contact your BAT sales representative

As part of the brand name change, BAT is also updating the design of the Vuse packaging. BAT sales representatives will be available to guide you through the transition and show you how you can help consumers to navigate.

4 Education is key in such an important transition in a large and fragmented sector

BAT UK's vapermarket.co.uk portal has different learning sections for retailers and staff, to give you the tools you need to understand what's new with Vuse and help adult nicotine consumers choose the right products for them. Retailers knowledgeable about the brand and the category can better assist their consumers and build trust to help ensure repeat visits and sales. ☎

“

Vuse will continue to inspire and be at the forefront of innovation

For any queries or questions regarding the Vype to Vuse brand change, contact your local BAT sales representative, who can provide up-to-date advice and information on its brands and category trends. You can also speak with the Vapermarket Customer Care team directly on 0808 169 5000 or email them at info@vapermarket.co.uk



Edge Go Starter Kit

Edge Go comes with a 450mAh battery, offering up to 30% more life than its predecessor, with improved USB-C charging technology minimising downtime. It also comes with an LED display, enabling users to monitor usage.

RRP £12.99



Just Add Starter Kit

The Zeus Group's Just Add Starter Kit comes with 200ml of 50/50 VG/PG base mix (ready formulated nicotine-free e-liquid) and nic shots. It enables users to tailor their vaping experience to suit strength and flavour preferences.

RRP £14.99



Vape Dinner Lady disposable pen

The pen is available in eight varieties, including Lemon Tart, as well as new-to-the-UK Banana Ice. The device delivers 400 puffs of 20mg nic salt e-liquid, approximately equivalent to a 20-pack of cigarettes.

RRP £4.99

Win an Edge Go Bundle worth £170



NextGen360 has teamed up with Vape Retailer to give retailers the chance to win one of five introductory Edge Go Bundles worth £170 when sold at RRP.

Featuring two Edge Go Starter Kits and six Go Pods, this prize will give your customers the chance to try the latest in next-gen innovation from Edge.

To enter, head to betterRetailing.com/competitions



Smok Morph 2 Kit

The Morph 2 Kit comes with one Morph 2 device, a TFW-Mini V2 Tank – featuring a larger 7.5ml e-liquid capacity – Mini V2 S1 0.15ohm Single Meshed Coil and a Mini V2 A2 0.2ohm Dual Coil.

RRP £65.99



Vaping hardware and e-liquids can be bought for cheap online, but just how dangerous is it?

Priyanka Jethwa speaks to suppliers to uncover the dangers of the unregulated vaping market and the threat it poses to retailers and customers

Vape Retailer has spoken to independent stores that report working with unknown suppliers at the start of the vaping boom only to be left with unsellable stock. Others say they are in competition with hardware being sold in markets for as cheap as £1.

The problem with vapes and e-liquids sold by unauthorised companies is a serious one, and the potential ramifications of acquiring cheap hardware and liquids can be dangerous – no

matter how tempting it may be for retailers looking to get a bargain.

Ebrahim Kathrada, director at Aquavape, says unregulated vape companies often have no oversight or governing body to ensure they are adhering to any laws or regulations. He says the “unscrupulous underground” industry exists because demand for cheaper products is rising and the market growing.

“More often than not, these cheaper products have no quality control. The e-liquids

have not been registered with the Medicines & Healthcare products Regulatory Agency (MHRA), and the contents have not been verified as being safe to consume,” he explains.

He adds there is also the danger that electronics and batteries have not been tested, leading to “many horror stories” of exploding devices causing severe burns and house fires.

“These companies are not credible, have no morals and would not be around to be accountable for any issues that may arise.

“They move from retailer to retailer for short wins and are quite happy to supply you anything and everything. Unfortunately, they are not just breaking the law

and damaging the industry, but, more critically, they are putting people’s lives at risk,” he says.

Likewise, Robert T Naouss, external affairs director for MENA & Europe at Relx International, says unregulated products equally pose risks to retailers, governments and communities as a whole.

“Unauthorised vape products infringe upon legitimate retailers’ and manufacturers’ products, while the latter undergo rigorous quality checks and are backed by significant investments in research and development,” says Naouss. “Not to mention unauthorised products’ cheap price point could increase accessibility to minors.



“Many of the illicit nicotine products fuel organised crime and, in some instances, are used to finance terrorist activities, as highlighted by global and regional law enforcement authorities.”

As a point of caution, it’s worth stressing the ingredients used in all vape formulations must be at the very least food grade, and in some cases pharmaceutical grade, says Vape Dinner Lady chief marketing officer John Taylor.

With this standard of ingredient, the chemicals involved, explains Taylor, have been sanctioned and approved for use and human consumption. With no solid evidence that unauthorised vape companies are doing this, retailers working with them are gambling with their customers’ lives.

The MHRA advises retailers on its website that when sourcing new supplies of any e-cigarette or e-liquid product, check details of the notification for the product have been published in the list of ‘notified products’.

“If you cannot find the product on the MHRA’s website, ask your supplier to confirm that the product complies with the Tobacco and Related Product Regulations (TRPR) and has been notified to the MHRA. If a producer has not notified the product or it does not comply with the TRPR, they may not supply it to you,” it states.

“

These companies are not credible, have no morals and would not be around to be held to account

Ebrahim Kathrada, director, Aquavape

This, too, is stressed by John Patterson, sales director at Juul Labs UK, who tells Vape Retailer that convenience retailers should only ever buy products from reputable wholesalers and suppliers to guarantee quality and safety.

“Juul Labs’ enforcement programme, coupled with comprehensive underage-prevention measures, seeks to ensure a responsibly regulated marketplace of vapour products for consumers.”

Likewise, Kathrada says Aquavape has been working closely with suppliers on various solutions to try and make it difficult for anyone to imitate products with inferior copies.

This includes elements such

as barcodes and batch numbers where products can be traced back to their source; scratch-and-reveal code numbers which can be entered into a website to check authenticity; and holograms and watermarks, to name a few. “All of our products are Aquavape-branded and we only work with suppliers who we trust,” he says.

Apart from checking in with the MHRA’s notified products list, how else as a convenience retailer can you check if the product you are selling is legit?

Naouss says sometimes simple online research or scanning an on-package barcode, as Aquavape is trialling, could help convenience retailers verify the authenticity of a product.

“When in doubt, they can always request a clear verification mechanism by the distributor or brand which in turn will enable them to cross-check whether such products are safe and legit,” he says.

Alternatively, retailers should audit their supply chain at least once a year to ensure ongoing compliance, and Taylor says it’s worthwhile “having a preferred manufacturers list and speaking to current brands to see what they can offer you first before seeking out new deals with non-verified suppliers”.

Another thing for retailers to consider before being tempted

to buy cheap vaping stock is to think who is accountable should things turn sour – for many, this might be the end of the business. Kathrada reveals, ultimately, “you are responsible for the products you sell under your roof”.

It is therefore imperative retailers do due diligence on their suppliers, as they can be held liable for any defects of products which may harm or cause injury.

To overcome this stress, partnering with reputable suppliers that have been in the industry a number of years will give you some assurance that they are here to stay.

You can ask for certain assurances from your supplier, like safety data sheets and toxicology certificates, product liability and indemnity insurances.

“You should be able to visit your supplier and see the facility first-hand, and objections to this should ring alarm bells,” Kathrada warns.

With all this in mind, the glaring message for all retailers tempted to buy unauthorised vaping stock is, simply, don’t.

Yes, it might be cheaper acquiring coils and batteries from online marketplaces abroad, but there is a real danger of it being unsafe, and you and your customers could face disastrous consequences. Also, it bears asking yourself: why is the stock so cheap in the first place?

Has it been stolen? Has duty and tax been paid? Has the supplier complied with the Restriction of the Use of Hazardous Substances in Electrical and Electronic Equipment Regulations 2012 act? If the products are fake, the electronics untested or duty has not been paid, you are at risk of getting these items confiscated and receiving a heavy fine or prison sentence.

You have a duty to take care of your customers. They trust you as a community store and protecting your credibility is of utmost importance. “The last thing you want happening is something terrible due to you trying to save a





few pounds from an unscrupulous source,” adds Kathrada.

No matter which supplier you talk to, there is mutual agreement that category-wide measures are needed, which is why suppliers like Juul say they support efforts to clear counterfeits from the marketplace.

“We are putting a lot of resources behind this and will continue to take our own actions as well as working with local enforcement, collaborating with customs and border agencies, and exploring various legal remedies,” says Patterson.

“Illicit trade has multiple negative impacts on society, such as undermining public health, easing access for those underage, evading taxes and impacting government revenue.”

Since 2016, UK sales of tobacco and nicotine products have been regulated by the EU’s Tobacco Products Directive (TPD) – adopted in the UK as the TRPR.

Although the UK has now left the EU, the TPD and TRPR still stand. A statutory review of the TRPR was launched in January this year, with a public consultation

currently underway, which may lead to changes in the TRPR framework in the future – the government says, by May 2021, it will assess whether the regulations have met their objectives.

The ‘Vaping in England: 2021 evidence update summary’ states: “Since non-nicotine-containing vaping products are less strictly regulated than nicotine-containing products [like short fills], they may need to be reviewed along with the review of the TRPR.

“As other non-tobacco nicotine products, such as nicotine pouches, emerge in England, it seems appropriate to review regulations for these products at the same time.”

As the category evolves, Kathrada says he certainly expects more regulations to come into place – some of which may target the unauthorised vaping market. “We would support the decision to tighten up the vape industry and see this as an opportunity to get rid of corrupt vendors.

“At the moment, short fill and nicotine-free e-liquids are unregulated, and we look forward to the next wave of legislation on this,” he concludes. ☺

UK Vaping Industry Association

How the UK vaping sector
will be shaped by 2021



John Dunne
Director general,
UKVIA



While Covid-19 restrictions continue to keep our high streets and stores quiet, issues behind the scenes of the vaping sector are busier than ever.

As many predicted, 2021 is set up to be a crucial year for the industry, with several events likely to affect retailers and consumers.

The government’s long-awaited review of the Tobacco and Related Products Regulations (TRPR) has been announced, providing an opportunity for vaping’s public health potential to be more fully realised.

TRPR covers many aspects of how vaping products can be accessed in the UK, and in the UKVIA’s ‘Blueprint for better regulation’ we will make a number of recommendations to the government, all of which are designed to ensure a safe and thriving market.

There is also activity at the World Health Organisation (WHO), which will hold an important meeting on tobacco and related products in November.

I was happy to accept an invitation from parliamentarians to address them on this matter recently, taking the voice of consumers, retailers and suppliers to our decision makers. It is vital the UK’s progressive approach to the vaping sector is protected.

Sadly, we are seeing more countries going down the wrong route on vaping. The EU Commission’s newly unveiled ‘Beating cancer plan’ worryingly conflates vaping with combustible cigarettes, ignoring the huge body of evidence on harm reduction.

Helping people to improve their health is often what most motivates vaping entrepreneurs, and the EU’s negative stance is likely to make matters worse rather than better. Again, the UKVIA is doing all it can to protect the UK industry from these regressive tactics.

At the time of writing, the UK government has offered no definitive date for the end of lockdown, but rest assured our work continues every day, safeguarding this sector for all who rely on it.

Clearing up accessories

Vape Retailer finds out where the best rates of sale and margins are, so you can get the right range for your store

Though closed-tank systems are a key growth area in vaping, open tanks are still the biggest section of the market. Convenience retailers can excel by stocking the parts customers need in a location convenient for them. Getting accessories right can be a great footfall driver.

Rate of sale is key, and the Blu Pro Clearomiser is a real stand out – number one in terms of rate of sale, value and units sold, as well as offering a relatively healthy 33% margin on a £5.41 RRP. If there are a lot of open-tank vapers in your area, this is a product to get in your range, and it could benefit not just your vaping sales, but spend throughout the store.

Clearomisers from different

brands make up four out of the top five when it comes to rate of sale, pointing to this being the product vapers need to replace most often. With this in mind, take a note if customers are asking for brands you don't have, and get them in stock as it could turn into regular business.

A hidden gem worth trying could be Vapouriz's Fuse clearomiser. Number three for rate of sale, it offers a hefty 48.2% margin, but is only available in 2% of stores. By comparison, Blu's clearomiser is available in 26% of stores.

In terms of margin, Aspire PockeX Replacement Glass offers an impressive 73.12% margin on a £2.28 RRP. Next up is Vapouriz's



Fuse Battery at 68.50% on a £3.78 RRP. With relatively low rates of sale (both at fewer than two units a week over the three-month period analysed) and value, though,

bear in mind these are specialist, rare purchases. Undoubtedly great if you have them for customers in distress, they're unlikely to serve as regular footfall drivers.

TOP-SELLING ACCESSORIES (VALUE)

Product	RRP
Blu Pro Accessory Clearomiser	£5.41
Edge Pro Accessory Coil 2-pack	£2.59
Nvee Plus Accessory Coil 1.6ohm 6-pack	£4.93
Liberty Flights Aspire Pockex OS Accessory Clearomiser 0.6ohm 2-pack	£3.11
Aspire PockeX Accessory Coil 5-pack	£12.70
Nvee Pro II Accessory Coil 0.7ohm 5-pack	£4.42
Vapouriz Fuse Accessory Clearomiser 1.6ohm	£3.52
Smok Vape Pen 22 Accessory Coil 5-pack	£13.18
Smok Mini V2 A1 Accessory Coil 3-pack	£12.49
NVee Accessory Refillable Pod Tank	£5.59

TOP-SELLING RATE OF SALE

Product	
Blu Pro Accessory Clearomiser G2M2	11.63
88Vape Accessory Clearomiser Tank CE4	10.87
Vapouriz Fuse Accessory Clearomiser 1.6ohm	6.13
Jenson E-VO Accessory Coil 2-pack	6
Liberty Flights Clear Accessory Clearomiser 2.0ohm	5.9
Nvee Accessory Clearomiser	5.05
Liberty Flights Aspire Pockex Accessory Clearomiser 0.6ohm 2-pack	4.93
Edge Pro Accessory Coil 2-pack	4.49
Smok Nord CS Accessory Coil 5-pack	4.43
Kik CE4 Accessory Clearomiser 3-pack	4.08

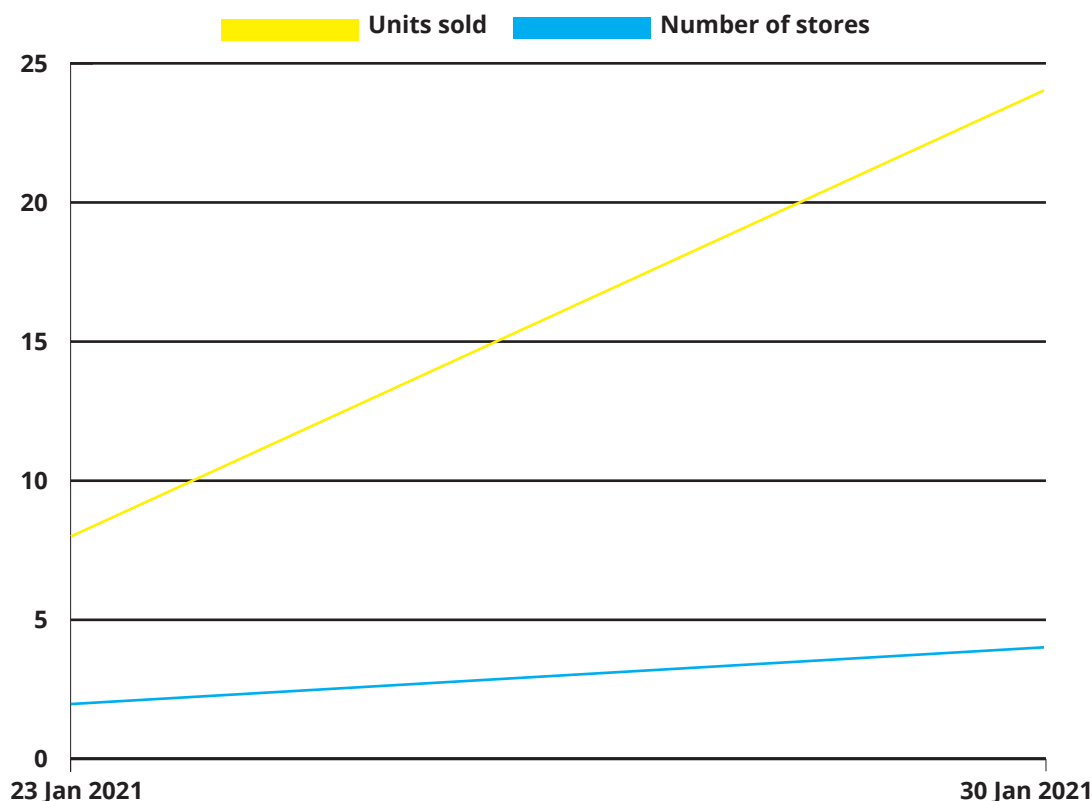
ONE TO WATCH



VAPCELL BATTERY

Entering convenience stores in late January, the Vapcell Battery nevertheless picked up sales quickly, tripling in the space of a week, despite only doubling the number of stores it was available in. Impressive by any means, this is a product that could become crucial to vaping ranges.

VAPCELL BATTERY



TOP 10 PRODUCTS BY UNITS SOLD VERSUS PRICE PAID BY SHOPPERS ON A BUDGET

	East Midlands	East of England	London	North-east	North-west	Scotland	South-east	South-west	Wales	West Midlands	Yorkshire and The Humber	Northern Ireland
Nvee Pro II Coil 0.7ohm 5pk	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	-
Nvee Plus Coil 1.6ohm 6pk	£9.99	£9.99	-	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	£9.99	-
Aspire PockeX Coils 0.6ohm 5pk	-	£12.99	£14.99	£14.99	£14.99	-	£14.10	£16.49	£14.99	£14.99	£12.24	-
Edge Uk Pro Coils 2pk	£5	£5.33	-	£5.31	£5.23	£5	£5	£5	£5.21	£5	£5.02	-
Aspire PockeX Coils 0.6ohm 2pk	£5.60	£5.99	-	£5.79	£5.29	-	£6.99	£6.08	£5.99	-	£5.99	-
Kik Clearomiser 3pk	£2.95	-	-	-	-	£3.99	£3.99	£3.49	£4	-	£3	-
Liberty Flights Clear Clearomiser 2.0ohm	-	-	-	£5.29	£5.84	-	-	£5.27	£5.79	-	£5.29	-
Vapouriz Fuse Clearomiser 1.6ohm	-	£6.45	-	-	-	-	-	£6.62	-	-	-	-
Blu Pro Clearomiser G2M2	£5.70	£5.47	-	£5.56	£5.58	£5.47	£5.72	£5.50	£5.57	£5.56	£5.50	£5.49
88 Vape Ce4 Clearomiser	-	£3.99	-	£1	£1.21	£1.36	-	-	£3.99	£1	-	-

VYPE IS BECOMING VUSE

As **Vype**, we have one purpose: **inspire consumers with high quality products**. This has led us to **gain recognition and trust** from both you and your customers.

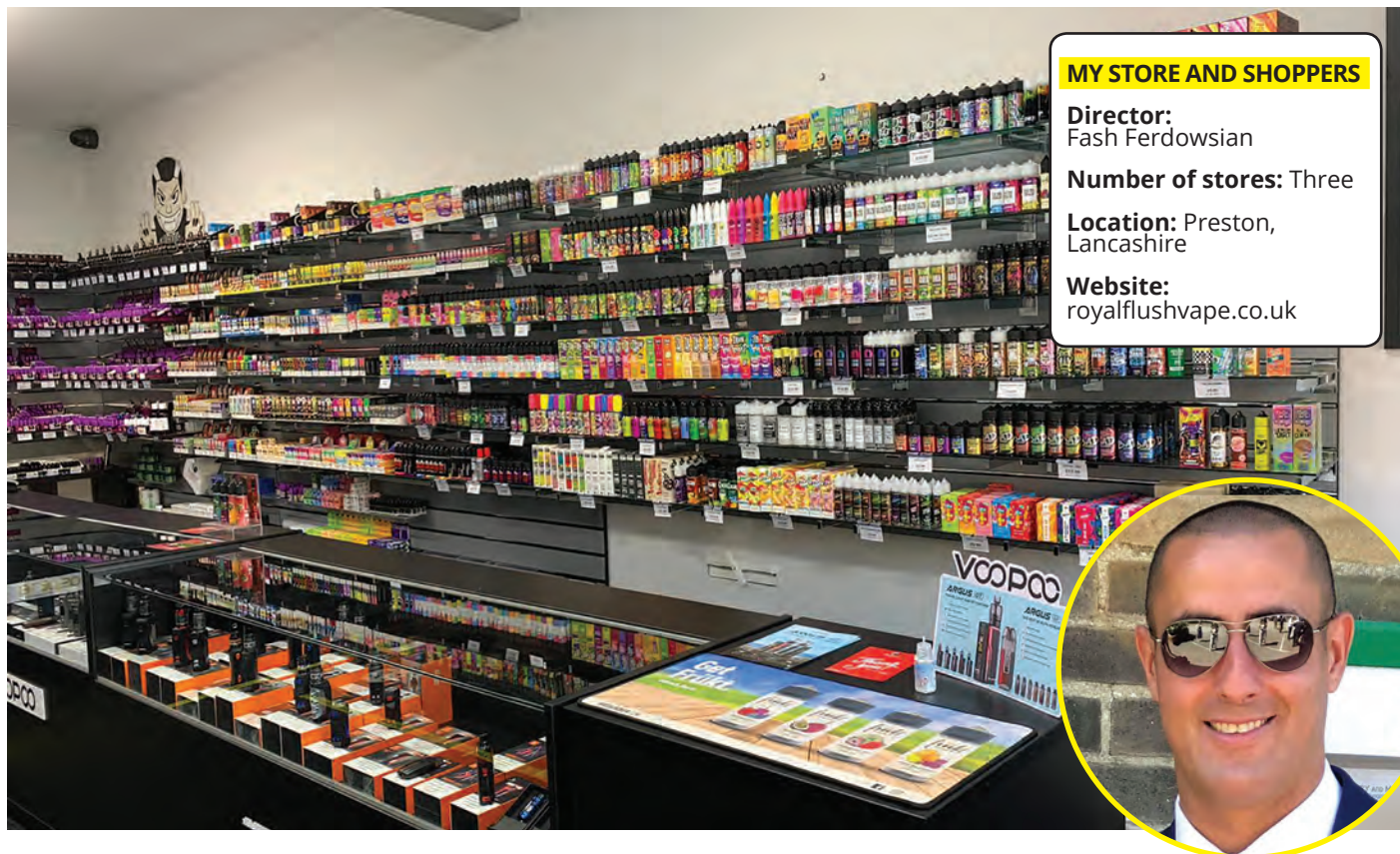
We are now evolving into Vuse, a global brand that will be connected and aligned with the **ever-evolving needs of our consumers**. Through a **revamped brand look and feel, product upgrades and more choices** for your customers, we will continue to inspire and be at the **forefront of innovation**.

REST ASSURED THAT **VYPE AND VUSE WILL BE FULLY COMPATIBLE**.

FOR MORE INFORMATION CALL **0808 169 5000**



18+ only. Vype e-cigarettes contain nicotine which is addictive.
Read leaflet in pack. For trade use only not to be left in sight of consumers.



MY STORE AND SHOPPERS

Director:
Fash Ferdowsian

Number of stores: Three

Location: Preston,
Lancashire

Website:
royalflushvape.co.uk

‘Our website has provided a great platform for vapers to get their essentials’

Vape Retailer speaks to Fash Ferdowsian, director at Preston-based vape specialist Royal Flush Vape, to see what you can learn from a specialist vape store

VR What have been the biggest trends in vaping in the past year?

FF We’ve noticed quite a few buying habits emerge in the past year. One of the most notable recent trends has been the increase in pods, also known as closed devices. The industry seems to be moving more towards pod systems with the majority of big manufacturers focusing on these vape kit designs.

In addition to pod systems, we’ve also noticed that customers

are buying their e-liquids and coils in bulk. This is mainly due to the current climate with the pandemic and lockdown restrictions.

Who is your typical customer, and what is the most popular type of device they come to you for?

We cater for a diverse range of customers, covering all the essential needs for any vaper. As we’re providing an extensive range of products to make sure people stop smoking, we don’t really

see one particular device necessarily being the most popular in our store.

However, relating back to the increase in the number of pod kits being launched in the past year, this indicates there is a growing appetite among consumers for this type of hardware.

What effect did the menthol ban have on your sales of vapes?

Since the ban last May, we have noticed an increase in new customers, with their preferred varieties being menthol e-liquids, but luckily we haven’t had to change anything to adapt.

We have always provided a

large range of menthol options, alongside fruit and desert varieties for those who look for them.

With so many ex-smokers switching to vaping, we ran a Stoptober campaign – the 28-day stop-smoking challenge – which proved to be very successful.

How important is having an online presence?

Due to the pandemic, it’s clear to see that people have started to shop online much more frequently, especially when total lockdowns are in force preventing access to physical non-essential stores like ours.

However, having an online presence, royalflushvape.co.uk, allows us to continue providing our customers with the products and services they require.

Although our website has provided a great platform for vapers to get their vaping essentials, we look forward to welcoming customers back to our store when it’s safe to do so.



EDGE[®]



Scan this code
to enter

GO ANYWHERE. GO ANYTIME.

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THE NEW EDGE GO

**WIN £60
OF STOCK***

10 CHANCES TO WIN.
T&C's APPLY



A TOBACCO-FREE ALTERNATIVE



edgevaping.com



[@edge.vaping](https://www.instagram.com/edge.vaping)



0161 537 4600

This product contains nicotine which is highly addictive. 18+ only.

*Terms and conditions: For your chance to win £60 worth of stock, please enter your details using the QR code provided. Closing date for entries is 30th April 2021. Only one entry per person.



How do you decide what to stock?

We always listen to our customers to ensure that we offer the products they need and/or want the most. We purchase our products from reputable suppliers and brands to ensure we only stock TPD-compliant hardware and e-liquids that are safe for our customers.

We always aim to provide the latest vaping hardware, accessories and premium e-liquids that customers will find useful to keep off cigarettes.

Luckily, we have an excellent team that are experienced and enthusiastic vapers who can recommend kits and e-liquids based on their experience – they have played a huge part in the success.

How can other retailers best train their staff on all things vape related?

We've got a great team of individuals who all vape themselves. In addition to providing regular training to all of our staff, we are members of the UK Vape Industry Association (UKVIA) to ensure our team is up to date with industry insight and guidance from leading authorities.

It's important to ensure all retailers who sell next-gen nicotine stay up to date with laws and regulations by monitoring government guidance, advice and updates.

How bad is the issue of unregulated hardware/e-liquids in the market?

Unfortunately, unregulated hardware and e-liquids have always been an issue within the vaping industry since the early beginnings.

It's vital to ensure customers and business purchase their vaping products from reputable and well-known companies.

FIVE TAKEAWAYS FOR STORES

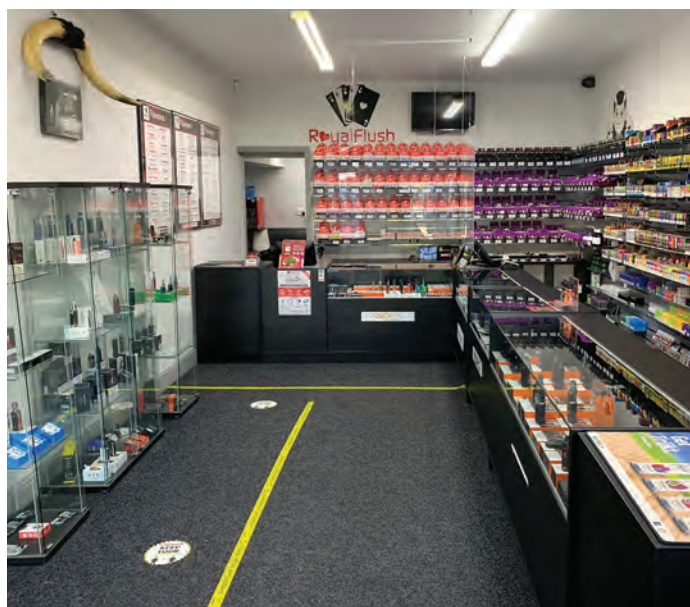
1 Pod mod systems are the bestselling hardware, with big manufacturers investing in new starter kits to help push sales.

2 Education in the category is everything: Fash's team are enthusiastic vapers who can recommend kits and e-liquids based on their own experiences.

3 Joining organisations like the UKVIA can help you stay on top of industry legislation and keep up to date with regulations.

4 Take advantage of initiatives such as Stoptober and VApril to push sales of vapes at critical moments.

5 A website or other online presence, such as a delivery app, could be a great way to boost sales.



The infringement of intellectual property and packaging of some brands has also disappointed me as it tarnishes the vape industry.

Inappropriate packaging and branding is attracting negative media attention into an industry that has helped so many people quit smoking.

I also wish the Medicines & Healthcare products Regulatory Agency and Trading Standards would be more forceful and proactive in policing these issues that are damaging our industry.

Who would you say is your main competition?

We see the vaping industry as one large community. Our core focus is to provide a safer alternative to smoking for as many people as possible.

I don't prioritise our focus upon competition as such. We are all on the same journey, with our own struggles, especially during this last year, and that is why it's important to help each other, regardless of position and background. 🙌

ADVENTURE EVERYWHERE

#1 NICOTINE POUCH
IN SCANDINAVIA*



YOU'VE GOT VELO



ADVENTURE
EVERYWHERE.
LEARN MORE
AT [VELO.COM](https://www.VELO.com)



18+ only. This product contains nicotine and is addictive.
For adult nicotine consumers only.

*Based on Nielsen RMS data on Volume Share and Share of Modern White Segment for the 12-month period ending October 2020 for Sweden & Denmark total retail market. Excludes Norway where nicotine pouches without tobacco cannot be sold. VELO is sold under the brand name LYFT in Sweden and Denmark.

Closed tank devices

The Vape Retailer team explains what closed systems are, who buys them, the top sellers and what customers will want to know

What are closed tank devices?

Closed tank devices or pod mods – whatever you call them, it’s clear that these systems are on the up. Last year they were the fastest-growing vaping segment in the UK, and that means you need to take them seriously.

They are easy, low-maintenance

systems. Shoppers buy the device, and then click in refill pods. Big names to know in this vaping category include Vype ePen 3, Myblu, Logic Compact and Juul. All of these devices will only work with specific refills, and all are available in a range of flavours and varieties.

Who uses closed tank devices?

There’s two things to know about closed tank devices – they’re convenient, and relatively straightforward to set up and use. This ease of use makes them a great choice for people new to vaping or looking to make the switch. Shoppers just need to buy the device and refills (if not included with the device as part of a starter

kit), and they’re ready to go.

However, it’s not just new vapers who use closed tank devices. The variety of refill options means many customers will stick to a closed tank. Meanwhile, the smaller number of components and less maintenance required means they’re increasingly seen as a practical option.



THE NAMES TO KNOW

- Logic Compact
- Myblu
- Vype ePen 3
- Juul
- Dot

What shoppers want to know

Closed tank devices will likely present you with two kinds of shopper – those looking to buy their first device, and those looking to buy refills. For the former, good information to have to hand is how devices’ prices compare to tobacco cigarettes, how often users will

need to buy refills, and a simple explanation of how to set the device up so you can drive home how easy it is to use.

For shoppers looking for top-ups, know what flavours you have, and take a note of any flavours shoppers request, but you don’t stock.

How to merchandise closed tank devices

It’s vital to make sure you are offering a full range of refills for the devices you sell. That way, you can keep customers coming back and build loyalty. Bear in mind that many shoppers are anxious about asking questions, so don’t risk losing a sale through a shopper not knowing if you have their brand.

Group different refills for different devices together, and make sure they’re clearly visible (a counter display unit could be a great solution for this). In terms of flavours, keep track of your top sellers and keep well stocked. Ask customers you know well if there are new flavours they’re looking to try. 🍷

Swedish Match explains how nicotine pouches can boost your sales

Mattias Josander, vice-president of business unit international at Swedish Match, explains how the company plans to support convenience retailers

VR Who are Swedish Match and what do you offer?

MJ Swedish Match has been around for more than 100 years and our vision is 'a world without cigarettes'. We have been instrumental in creating the so-called 'Swedish experience' with our snus products, providing consumers with a high-quality alternative to smoking, and believe in offering nicotine users suitable alternatives.

Swedish Match first launched Zyn tobacco-free nicotine pouches in the UK in 2019. No single product fits all consumers' needs and usage occasions, but we believe Zyn nicotine pouches represent a significant opportunity both in commercial and harm-reduction terms.

Why should retailers invest in your products?

Zyn has grown exponentially since its launch in the US around five years ago. Swedish Match are specialists in oral tobacco, giving us a single-minded focus on delivering the highest possible quality products that meet, and hopefully exceed, our customers'

expectations. Swedish Match has conducted extensive research with UK consumers and supported Zyn with strong consumer education activities.

What are the key facts retailers need to know about pouches?

The most obvious difference between pouches and other next-gen nicotine products, such as vapes, is that nothing is inhaled and exhaled.

This means users can enjoy Zyn whenever and wherever they want, together with friends and family – and in our locked-down life these days, that means no more having to leave the important video conference call or having to worry about how to manage while wearing a mask. Zyn has no tobacco, no smoke, no vapour and no device.

How can stores best market these products to their shoppers?

Many shoppers are not yet familiar with nicotine pouches, so having them highly visible in store is critical to drive curiosity and trial. Swedish Match offers a range of



Email zyn@blueocean.uk.com to find out more

merchandising solutions for all types and store sizes. Education about the product is also key: we recommend showing your customer a pouch, explaining what it contains and how to use it – you can find all this information at zyn.com.

Finally, it's important to offer a range of different flavours and strengths to satisfy the needs of all potential customers.

How have your products performed in other markets?


Nicotine Pouches are relatively new in many European markets, but where they are more established, we have a strong track record in terms of sales. We are, for

example, the number-two brand in Sweden and the number-one brand in the US.

We know pouches appeal to smokers looking for reduced harm, non-combustible alternatives, and to smokers and vapers who find themselves in situations where they cannot, or don't want to, smoke or vape. We believe as consumers continue to look for alternatives, Zyn and the nicotine pouch category as a whole have huge growth potential.

What makes your pouches different from your competitors'?

The Zyn pouch is smaller and more discreet than other slim pouches in the market, which appeals to those concerned about the appearance of the pouch under their lip, or the feel.

It may, therefore, be especially appealing to nicotine consumers trying oral products for the first time. Swedish Match's products are manufactured in Sweden to the highest possible industry standards, and a single pouch can give you up to one hour of nicotine satisfaction. 

Swedish Match's top three tips

Stock a range of strengths and flavours

Make sure you offer customers a wide range of strengths and flavours to satisfy the needs of all nicotine users.

Site products in a prominent location

Make the product visible by siting it in your next-gen display, and show shoppers the product by opening a test pack.

Explain who the product might best suit

The pouch is more discreet than other options, which appeals to those concerned about the appearance of the pouch under their lip.

Take a leap from vaping and into the wider world of next-generation nicotine and tobacco products

Joanna Tilley helps retailers get their heads around the next generation of cigarette alternatives, such as pouches and heat-not-burn devices, that have entered the marketplace in recent years

The decline in cigarette smokers over the past decade has triggered a proliferation of new tobacco and nicotine alternatives on the market. This has raised numerous challenges for convenience retailers who not only have to understand the new brands and products, but also the different ways these products function.

Heat-not-burn technology, which uses electricity to heat sticks of tobacco, was seen as a solution for Swiss-American multinational Philip Morris International, which has spent the past few years promoting and innovating the product in the UK. This technology, which is considered 'better for you' than smoking, has already made its

mark around the world in places such as Japan, and UK retailers often tell Vape Retailer that it has become an important product in their stores.

Although heat-not-burn devices have been in the market for a while now, a more recent player in the next-gen scene is nicotine pouches, which, as the name suggests, are small pouches that contain nicotine, but no tobacco.

"These pouches work by being tucked between your upper lip and gum, where you can leave them for up to 30 minutes while the flavours and nicotine are released," says Khurram Durrani, head of business to business at BAT UK. "In an ever-changing, fast-moving world that contin-

uously calls for improvement and variety, the demand for oral products continues to grow." Stats now show that over the past year alone, the oral nicotine market has increased by 70%, and nearly half of that business goes through convenience stores.

While vaping proved so popular in Amrit Singh's Nisa Local High Heath that he introduced his own in-store vaping concession, he is more cautious about the future of next-gen solutions, and says demographics and store location are important factors to consider. Currently stocking heat-not-burn and pouches in his store, he believes there is a north-south divide that retailers should bear in mind before com-

“

If customers are unsure which flavour to pick, ask them to choose a flavour they are familiar with

mitting to these products. "Lots of these products are designed for people who are commuting and do not have time or space to use vaping products," says Singh. "Heets sales in the south, and in London, are far greater than up here, and that is where lots of these new products are pushed. Retailers also need to think of the effect lockdown might be having on some of these products."

Nicotine pouches

Despite being cautious about the future of next-gen products, Amrit Singh is currently having success with JTI's Nordic Spirit and BAT's Velo pouches, which he says are justifying the room he gives to them within his vaping concession. "We have had the Nordic Spirit range for a while, but recently a customer came in and asked for the Velo pouches, so I brought them in and there are a few customers that have taken them up. We stock the Berry Frost and Polar Mint varieties." →



18+

CAN'T SMOKE? CAN'T VAPE? CAN ZYN[®]



ZYN is already America's #1 tobacco-free nicotine pouch*, with over 100 million cans sold in 2020, and the UK category is growing fast. How fast? By up to 200% in 2021[^]. Now you can get in on the action.

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NOW YOU CAN

TOBACCO-FREE NICOTINE POUCHES

Produced by Swedish Match

*Source: Nielsen, Unit Share, Nicotine Pouch Category, Total US, 2020. ^Source: Nielsen and Swedish Match growth estimates, Unit Share.

**This product contains nicotine
which is a highly addictive substance.**

NOW IS THE TIME TO STOCK UP ON NORDIC SPIRIT!



THE UK'S
No.1
NICOTINE
POUCH*



Lyle Mitchley,
Reduced Risk
Products and Brand
Portfolio Manager at JTI UK

The nicotine pouch category presents a huge profit opportunity for retailers as the demand for convenient nicotine products continues to grow.

Still a prominent trend as we look ahead to 2021, we want to make sure retailers make the most of this opportunity and take the time to consider how stocking Nordic Spirit could be a good move for their store.



RANGE

Get your flavours right.

Nordic Spirit Mint is essential, but consumers like choice. Nordic Spirit is also available in Bergamot Wildberry and Elderflower variants.



VISIBILITY

Make sure your Nordic Spirit display is seen. Counter-top displays are your best solution.



KNOWLEDGE IS KEY!

Make sure you and your staff understand the product.

Learn about Nordic Spirit through your sales rep, JTI Advance or

NORDICSPIRIT.CO.UK

Feature

Invented in Sweden, Velo pouches are available in numerous varieties and nicotine strengths. The pouches are pre-packed with plant-based materials, nicotine, water, sweeteners and flavours.

BAT's Khurram Durrani advises customers new to nicotine pouches to start with a low nicotine strength, around 4mg to 6mg, and for those with a higher tolerance to opt for 10mg and 11mg. "If customers are unsure which flavour to pick, ask them to choose a flavour they are familiar with."

In 2020, BAT introduced Velo mini, a more suitable range for users new to the oral category as they are easier to fit under the lip and come in two lower-nicotine strengths.

With the nicotine pouch category in the UK now worth £11.2m, JTI has recently unveiled a new variety in its Nordic Spirit range: Elderflower. This new flavour is available in regular 6mg and strong 12mg, and the supplier has also launched a new 12mg extra-strong Mint variety to complement the existing range, which includes Mint and Bergamot Wildberry, both in 6mg and 9mg.

It's not just the big suppliers that have moved into nicotine pouches. Zyn nicotine pouches from Swedish Match launched in the UK in 2019. Available in a variety of different flavours, the company say its pouches are smaller and more discreet than other pouches, so potentially more appealing to shoppers new to the category.

Heat-not-burn

Rakesh Odedra, owner of Family Shopper in Leicester, says his nicotine pouches hang off a JTI gantry with Philip Morris Limited's Iqos and Heets refills inside the gantry alongside his vaping hardware.

Odedra has several regular Heets users and uses a loyalty card to get £5 off when he buys three Heets. Stocking the device for several years, Odedra believes sales would be even more if he spent more time in the store because heat-not-burn requires retailers to be knowledgeable and educate customers in order to secure sales.

Lyle Mitchley, reduced-risk products & brand portfolio manager at JTI UK, agrees with Odedra that knowledge is vital when it comes to this category. "Having up-to-date knowledge and keeping up with trends across all categories is king," says Mitchley. "Retailers can then not only stock the right products, but they can also speak with their customers about new ranges and confidently give advice on tobacco and vaping products and flavours."

At the end of 2020, JTI introduced heat-not-burn device Ploom S, which can be used exclusively with Evo tobacco sticks. Evo sticks are available in four different varieties with an RRP of £4.50, and are available for retailers within the M25. ☞

RETAILER VIEWPOINT



Umut Yeter
Harvist Supermarket,
Islington, London

We have sold around half a dozen Iqos devices in the past six months. The Heets sticks are doing really well and we sell about 10 cases a week now. We sell them at the RRP of £5 and try to buy them when they're on special offer.

It is important for a retailer to help customers when they first purchase the machine, as they need to register online in store. This can put some people off, but Philip Morris Limited's customer service is really good.

FURTHER INFORMATION

For retailers still shaking their heads in confusion, fear not, because both BAT and JTI offer online portals with more information about their products and the sector.

BAT's vapemarket.co.uk portal has different learning sections for retailers and staff, to provide the tools needed to help adult nicotine consumers choose the right products.

Meanwhile, JTIAdvance.co.uk provides retailers with key category insights, news on product developments, and up-to-date industry and legislative information.

BAT and JTI also both have extensive UK sales force teams that are available to provide expertise on the latest trends and sales data to help retailers maximise their profits.

18+ This product contains nicotine.
Nicotine is an addictive substance.

*IRI Market Place, Unit Share, Nicotine Pouch Category, Total UK, Aug 2020. To verify contact us via nordicspirit.co.uk/contact.

PRODUCT OF THE YEAR



THE UK'S
No.1
NICOTINE
POUCH*

18+ This product contains nicotine.
Nicotine is an addictive substance.

 **Trustpilot*****
 Excellent

*IRi Market Place, Unit Share, Nicotine Pouch Category, Total UK, Dec 2020 to verify contact us via nordicspirit.co.uk/contact. **Winner Nicotine Pouch Category, Survey of 9,865 people by Kantar.
***Trustpilot rating correct as of December 2020.

**VOTED
PRODUCT
OF
THE YEAR**

Consumer Survey of
Product Innovation
2021

What you need to know about Edge Go

The Vape Retailer team finds out everything retailers need to know about the latest addition to the Edge range

What is Edge Go?

Designed with being simple and effective as the priority, the latest-generation Edge Go collection is compact and comes with a 450mAh battery capable of supporting regular daily use between charges, as well as LED display and a full range of pods covering Edge's bestselling flavours.

Standout features you need to know about include auto activation – meaning customers don't need to press a button to draw on the device – rapid USB-C charging technology, meaning it can be charged in under 50 minutes, and magnetic pods, which allow users quick, click-and-go changing.

Who is it for?

According to NextGen360, Edge Go is an ideal device for those on the go or looking for an easy introduction to vaping. Its ease of use and low cost could mean it's the ideal product for customers coming into your store looking for an easy way to transition from smoking into vaping.

Convenience is another keyword to bear in mind with this product when speaking to your shoppers. It's small enough to fit in a pocket or bag, and can be charged to last the whole day, which means even experienced vapers could find it an attractive, practical option.



What you and your staff need to know

If you or your staff vape, give Edge Go a try. Sharing your own experience is the best way to get across to shoppers how simple the device is to use, a crucial selling point whether you're speaking to a new vaper or an established one.

Think about where your cus-

tomers are on the vaping journey. For customers looking for a starter device, stress simplicity of use. For established vapers, explain that its compact and convenient shape and size mean it could be a great option for when they're on the go.

How to make the most out of Edge Go in your store

Edge offers a wide range of PoS and marketing materials, ranging from posters and shelf wobblers to window stickers and cash mats. There are also distinct countertop unit cubes, which can be combined and stacked to create diverse displays.

For larger stores, Edge offers a

backlit gantry unit, complete with interchangeable EPoS strips and spring-loaded pushers to ensure seamless re-facing of merchandise until stock is depleted. Meanwhile, with many customers still looking for menthol alternatives, remember that Very Menthol is Edge's bestselling pod variety. ¹⁰

THE FOUR THINGS TO REMEMBER

- Edge Go is Edge's flagship pod device range.
- It will be available to retailers from the end of April.
- Simple and easy to use, it's a great device for beginners, while its compact nature means it appeals to any vapers on the go.
- For more information, call 0161 537 4600 or email enquiries@edgeeliquid.com.



It's time for convenience retailers to put vaping products under the spotlight

From backlit gantries to TV screens, **Joanna Tilley** explores why there is no need to hold back on colour and energy when promoting next-gen nicotine ranges

Whether it is an agile countertop display unit (CDU) or a full floor-length display, there are a variety of options available for retailers who want to highlight their vaping devices and accessories.

A category known for its sleek and sophisticated products is certainly worthy of a display unit that commands customers' attention. Colourful PoS and back-lighting are two techniques that retailers frequently use to create in-store theatre around vaping, and this can be great at drawing in younger customers.

However, it is important retailers remember that vaping is not just for the young. In fact, figures show that throughout 2020, the vaping market continued to go from strength to strength across multiple age brackets.

"In the UK, 3.6 million vapers generated a market value of £1.1bn, bigger than bottled water or snack bars," says Jess McEwen, creative director at NextGen360. "Traditional retail's 35% share value of the market is in growth at 31%, with vaping consumers turning to convenience stores in light of the pandemic to meet their needs."

John Taylor, managing director at Vape Dinner Lady, believes as an often unused and neglected area, the space behind a till can be a prime display spot for vaping goods. "A gantry behind the till offers a large, highly visible space that retailers shouldn't ignore, and with the margins available from the vape category, it's the perfect place to showcase next-

gen products," he adds.

Backlighting display units is also key, according to Tim Allinson, managing director at The Zeus Group, as it helps to contrast the vaping gantry against its less-colourful background. "From a marketing perspective, users tend to be drawn to bright colours and interesting branding, and using backlighting only emphasises these features further."

Find the right gantry

Similar to most categories in convenience, space is a key factor when it comes to retailers deciding how to display their vaping stock. Having a separate in-store counter is likely a dream for retailers already grappling with space to fit existing products, but there are many other options available.

Duncan Cunningham, UK corporate affairs director at Imperial Tobacco and Blu, says it offers retailers a wide range of options that can be tailored to the needs of individual stores, including everything from CDUs to fully-installed gantry furniture.

Likewise, Mike Godwin, head of business to business and commercial manager at Vapouriz Group, says whatever the space retailers have available, they should aspire to place vaping on an equal, if not greater, footing as their tobacco offering.

He adds its range has grown from CDUs with four to six tiers, to medium-level gantries and kiosks. "Above those, we've re-



“
Using a bigger
vaping gantry
enables retailers
to hit a wider
customer
demographic

cently relaunched our illuminated and interactive free-standing display units to make more of an impact upon customers and further drive sales.”

Small store

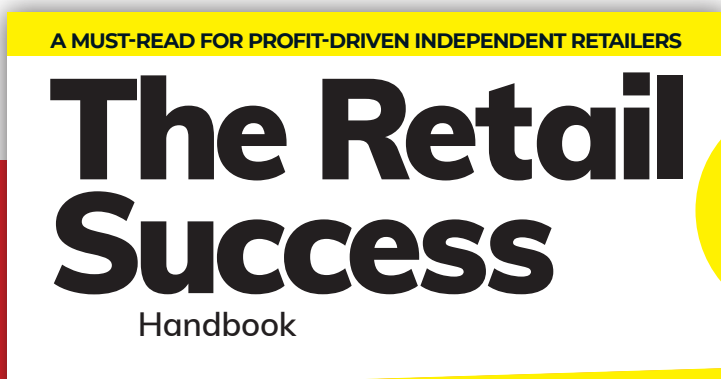
For retailers with limited space, a well-stocked and organised CDU can provide the ideal solution, according to Imperial's Duncan Cunningham.

"It is important to position this unit on a well-lit part of the counter as this will help to increase visibility of products even further.

"However, whether using a PoS or a standalone CDU, it's necessary to make these look as professional as possible, so we'd



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Don't miss our essential guide to the alcohol category

With the huge increase in drinking at home, independent convenience retailers are investing heavily in their alcohol ranging on shelf, as well as cocktails to go and other features commonly found in pubs and bars, such as beer on tap.

This issue will provide exclusive ranging data, advice and market insight from the beer, cider, wines, core spirits and gin categories.

PLUS

- A look inside the shops of three retailers who are leading the way in the alcohol category.
- Everything you need to know about changing convenience shopper expectations.
- What to stock, ranging advice and how to drive sales of ready-to-drink and low- & no-alcohol products.

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RETAILER VIEWPOINT



Scott Graham
McLeish, Market Place,
Inverurie

We have a Liberty Flights gantry located behind the till. We partnered with the supplier after seeing them at an event, and I was impressed with how clear and easy they made a confusing category.

They showed us a number of the gantry prototypes they were working on, and we went with one with backlighting and a TV screen that displays the promotions we have on offer, such as three-for-£10 on e-liquids.

recommend using assets provided by suppliers like Blu, and avoiding handwritten signs, unless expertly done," he adds.

Another solution for stores with limited space is Edge's counter display cubes, which can be stacked in custom arrangements.

These cubes have been offering £128-192 profit per unit depending on the size of the display requested, giving retailers a healthy 62% margin.

Meanwhile, Vapouriz's Mike Godwin says, for smaller stores, there is "simply no need" to compete with larger stores' bigger display units when your space can accommodate a smaller solution.

"A compact unit, that's suitably positioned close to your tobacco cabinet with clear information and branding, can quickly begin to drive sales, providing staff are

well versed in the products, and their use and benefit," he adds.

Medium store

Edge also offers retailers variable sizes of its free-standing gantry unit, which are ideal for medium and large stores. The units come backlit with an LED lightbox, feature spring-loaded pushers for stock replenishment and support interchangeable EPoS strips.

For medium-sized stores, Vape Dinner Lady's John Taylor suggests retailers convert an existing tobacco gantry into a vape gantry. "Then we'd suggest retailers develop a strong range of products, from hardware through to a selection of e-liquids, covering the different formulas, strengths and flavours."

Meanwhile, The Zeus Group's Tim Allinson recommends a

large, floor-length stand as they have more space to display stock and provide the option to display products at eye level.

Large store

Displaying vaping, next-gen and tobacco products together, JTI has recently introduced a larger category solution which includes backlighting.

"Available in a variety of widths including 1m, 1.2m, 1.5m and 2m, retailers will be supplied a gantry providing they meet certain store criteria," says Lyle Mitchley, reduced-risk products & brand portfolio manager at JTI UK. "If this is of interest, please speak to your JTI representative about our new category management solutions."

However, after talking to retailers, the best option appears

to be introducing a full vape concession.

"This brings together a selection of brands, fulfils the good/better/best model, and allows customers to get right in among the products," says Vape Dinner Lady's John Taylor.

After seeing retailers introduce these sites into their stores, McLeish store owner Scott Graham, who has a 1,500sq ft store in Market Place, Inverurie, says he is thinking about introducing a similar system.

"I am looking into something like that," says Graham. "There are also retailers like Aman Uppal, from One Stop Mount Nod in Coventry, who has blended his vaping and spirits all into one lit-up area behind the counter. There is a lot of innovative thinking from retailers in this category." ☞

#retailtogether



NEXT SESSION
Thursday
25 March,
4.30pm

We know that it's been one of the most challenging years in independent retail with the way you need to run your stores having changed almost overnight. We also know that with the lack of physical events taking place, there's less of a chance to connect with like-minded retailers.

That's why we started **#retailtogether**, an informal digital networking event to help independent retailers share experiences, discuss issues and ideas, and see a few friendly faces.

Join us every other Thursday at 4.30pm

Register for the next session at **betterRetailing.com/retailtogether** or call the team on **020 7689 0500**



Getting the message across

With more than half of smokers not believing vaping is less harmful than smoking, Daryl Worthington finds out how retailers can fight this misconception

Shocking stats from a recently published Public Health England (PHE) report on vaping revealed that 38% of smokers in England last year believed vaping is as harmful as smoking, while 15% believed vaping is actually more harmful.

And yet, the same PHE study also reveals that using a vaping product as part of an attempt to quit in local stop-smoking services had some of the highest quit success rates, between 59.7% and 74% in 2019 and 2020.

There are clearly some misconceptions around vaping, and Micaela Sangiovanni, senior trade marketing manager at Relx, says it's "incumbent" upon all members of the industry, including retailers, to provide vapers and smokers with the "most updated, science-backed and objective information".

She explains: "There is a growing body of scientific evidence from research conducted by credible and independent scientific institutions and public health organisations, suggesting vaping has the

potential to pose a significantly lower risk of harm compared with smoking cigarettes."

It's not just the vaping industry itself that is making this argument. Professor John Newton, director of health improvement at PHE, says: "The evidence has been clear for some time that, while not risk-free, vaping is far less harmful than smoking."

John Taylor, chief marketing officer at Vape Dinner Lady, says retailers armed with the right information will benefit.

"By ensuring they are familiar with these reports and statistics, retailers can help spread the message of how successful vaping can be in tobacco harm reduction," he explains. "In turn, this will help drive their sales, so it is well worth taking the time to become educated and to share that knowledge with staff and customers."

Knowing the latest information is only the start to communicating to your customers why they should consider switching from smoking to vape.

Working with suppliers can be a good starting point to com-

municating the message.

"Relx International continuously updates our business partners with the latest research findings from public health experts and scientific research institutions as they emerge, in order to contribute a better understanding of this category," says Sangiovanni.

"We provide guidance to all our business partners on our marketing guidelines to ensure that they conduct their sales and marketing operations in a responsible manner."

Similar levels of support are available from Vape Dinner Lady. "We support retailers in selecting the right products for their customers, as we know certain products are particularly

effective at different stages in the vaping journey; disposables are a popular choice for those starting out, as are nicotine salt e-liquids, whereas 50:50 liquids offer versatility, and high-VG liquids are more suited to the established vaper," says Taylor.

Vape Dinner Lady and Relx stress they ensure their teams are up to date with the latest information about vaping, and also make sure this information is available to retailers.

With this in mind, speak to reps and suppliers you work with to find out what support they can offer in making the case for vape to your customers, whether it be the latest facts and figures, or PoS and other marketing materials. ☞

THREE STEPS TO GETTING THE MESSAGE ACROSS

- 1 Make sure you know the latest stats and figures.
- 2 Speak to suppliers and sales reps about how they can support you.
- 3 Remember that for customers looking to quit smoking, vaping has one of the highest success rates.



Vape companies

Aspire

01952 743199
enquiries@ukaspirevendor.co.uk
ukaspirevendor.co.uk

Amma Life

0330 088 0537
wholesale@ammalife.co.uk
ammalife.co.uk

Blu

0800 0149335
sales.uk@blu.com
blu.com/en/GB

CBD Asylum

01482 321868
customercare@cbdasyllum.com
cbdasyllum.com

CBD Guru

01724 859972

CBD Liquid Lab

0121 777 0008

Datt Vape Distro

01422 365351
info@dattvapedistro.co.uk
dattvapedistro.co.uk

Debangstix

0161 832 7096
shop.debangstix.com/wholesale

Doozy Vape Co

01924 460814
sales@doozyvapeco.com

Eco Vape

eco-vape.co.uk/wholesale-enquiry.html

Edge

0161 537 4740
enquiries@edgeeliquid.com

Esheesh

info@e-sheesh.com
e-sheesh.com

GS

ego-two.com/contact.html

Innokin

vendor@innokin.com

International Cigarette Inc

icidxb.com

Iqos

0800 432 0000
uk.iqos.com/contact-us

Jac Vapour

jacvapour.com

Jenson Cigarettes

info@jensonecig.com
jensonecig.com

Juul

juul.co.uk/retail/wholesale

Liberty Flights

0345 257 9008
liberty-flights.co.uk

Matchless E-Cig

matchlessecig.co.uk

Nasty Juice

01204 773195
nastyjuiceeu.com/retailer-sign-up

Nucig

nucig.co.uk

Nvee

0800 731 1178
nvee.co.uk/retailer.html

One Lite

one-lite.co.uk

Real Trading (Vape Station)

0121 782 6400
sales@realtrading.co.uk
realtrading.co.uk/contact-us

Relx

relxnow.co.uk/pages/contact
jasper.cheng@relxtech.com

SMKD Wholesale
smkdwholesale.com

Smok
manager@smoktech.com

Smoko Electronic Cigarettes
smoko.com

Ten Motives
01270 897 444
10motives.com

The Custard Company (Major Flavor)
01902 700 013
thecustardcompany.co.uk/wholesale

The Electronic Cigarette Company
theelectroniccigarette.co.uk

UKVIA
020 3267 0074

Vampire Vape
01254 460124
vampirevape.co.uk/contact-us

Vape Base
01923 804 214
info@vapelocal.co.uk

Vape Dinner Lady
01254 972 041
fmcgsales@vapedinnerlady.com
vapedinnerlady.com

Vapouriz
01483 779170

Vitality CBD
0121 328 3208

Vivid Vapours
0800 0858 858
info@vividvapours.com

Vype
0800 1337350
info@govype.com

Zeus Group
zeusjuice.uk

Zombie Vapes
07934 060690
info@zombievapes.co.uk

Franchises

Eco Vape
eco-vape.co.uk/vaping-business-franchise-opportunities.html

Eliquid Boutique
info@theeliquidboutique.co.uk
theeliquidboutique.co.uk/pages/vape-shop-franchise-uk

Totally Wicked
01254 692244
totallywicked-eliqid.co.uk/wholesale-opportunities

Vape & Juice
01227 634090
vapeandjuice.co.uk/pages/franchise-opportunities

Vape Store
0800 644 0000
vapestore.co.uk/franchise

Vape Co
franchise@thevape.co
thevapeco.co.uk/vape-franchise-uk





82%

of consumers are unable
to name a retailer doing
a good job of reducing
plastic waste*

Newtrade Media is
passionate about helping
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become more sustainable.



To find out more, please call
Simon Joseph on 020 7689 3363