

# AN INTRODUCTION TO VAPING



## Useful Contacts and References

Local Authority Trading Standards

**[www.tradingstandards.scot](http://www.tradingstandards.scot)**

Scottish Government Tobacco Control Team

**T: 0131 244 2169**

**E: [tobaccocontrolteam@scotland.gsi.gov.uk](mailto:tobaccocontrolteam@scotland.gsi.gov.uk)**

Tobacco Retailers Register

**[www.tobaccoregisterscotland.org](http://www.tobaccoregisterscotland.org)**

No ID No Sale

**[www.noidnosale.com](http://www.noidnosale.com)**

Challenge25

**[www.challenge25.org](http://www.challenge25.org)**

UK Vaping Industry Association:

**[www.ukvia.co.uk](http://www.ukvia.co.uk)**

Electronic Cigarettes - Medicines and Healthcare  
products Regulatory Agency (MHRA)

**T:020 3080 6000**

**E:[info@mhra.gsi.gov.uk](mailto:info@mhra.gsi.gov.uk)**

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# FOREWORD

At the SGF Centenary Conference last year, I mentioned that our industry is at the helm of the biggest change we have seen in decades. As costings increase, we need to concentrate on categories that will provide a good return for our money invested.

We know that vaping can provide a decent margin and footfall, but how do we do it? How do we sell the product to the customer? What range should we have in our stores?

We need some education around this category and that is why we produced this guide.

The value of the Vaping industry is worth £184 million and at present, the specialist stores have the majority of the turnover. We must strive to get our fair share of that or we will be left behind and miss out on a huge opportunity.

Only 4% of vape users have never smoked and 70% of smokers express a desire to quit. Traditionally, convenience store operators know their customers so well, often on first name terms. We know what time they will come into their stores and what their daily requirements are. So, in theory, it should be easy for us to convert the cigarette smokers to Vaping.

If we can increase our knowledge and understanding of this category, allowing us to communicate more



effectively with our customers, it should become an easy sell. This guide is a vital part of making this happen.

A handwritten signature in black ink that reads "Pete". The signature is stylized and cursive.

**Dr Pete Cheema OBE**  
SGF Chief Executive

# Introduction to Vaping

To help retailers navigate the world of vaping, we've put the devices into five categories.

## CIG-A-LIKES

Cig-a-likes look like cigarettes. They have small batteries and can be disposed of or recharged. They are usually cheaper and easier to use than other types of e-cigarettes, and they prove popular with beginners.



## OPEN TANKS

Open tanks allow a customer to fill their tank with their favourite e-liquid. They require regular replacement of the coil and frequent cleaning and allow more of a customised experience. For example, the user can increase the airflow, which can produce more vapour and they can choose from lots of different e-liquid flavours.



## CAPSULE VAPE PENS

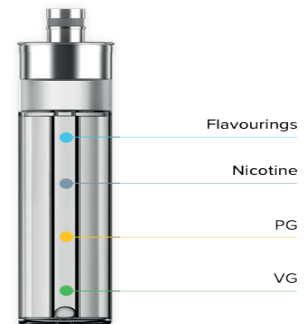
These pen-shaped devices use pre-filled e-liquid capsules that make it easy for customers to swap between flavours and nicotine strengths. Their batteries last longer than cig-a-like batteries. Pens are popular with vapers who want to experiment with flavours.



## WHAT'S IN AN E-LIQUID?

E-liquid is the liquid used inside an e-cigarette. Once heated to the right temperature, it turns into a vapour that you can inhale. It's important that vapers learn all about e-liquids to have an enjoyable experience.

E-liquids are used in all vape devices. However, they are packaged in a variety of different forms including tips, capsules, pods, and bottles. Choosing the right refill depends on the device the customer vapes with.



## POD VAPES

These small, lightweight devices use pre-filled pods that click into place without pressing any button. Their compact design allows vapers to quickly switch between flavour pods and carry it anywhere with ease.



## NICOTINE

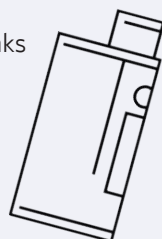
Most e-liquids are available in different nicotine strengths. You can also find some nicotine-free versions. It's important to check that the nicotine-containing e-liquids you buy are from a trusted provider.

0mg	Zero strength
1-9mg	Low strength
10-15mg	Medium strength
16-20mg	High strength

All nicotine-containing e-liquids sold in the UK must meet strict quality standards. Some e-liquids may not have met these standards, so it's important to check your e-liquids come from a trusted supplier.

## MODS

Bigger and more complicated devices that allow the customer to continually adjust the performance by swapping batteries, tanks and coils. These sophisticated devices are popular with experienced vapers who want to continually refine their vaping experience.







LOOKS SMALL  
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Vype e-cigarettes contain nicotine. 18+ only. Read leaflet in pack.





IT'S OFFICIAL VYPE ePEN 3

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WINNER e-CIGARETTE CATEGORY.  
SURVEY 10,399 PEOPLE BY KANTAR TNS

HELPING RETAILERS INCREASE THEIR VAPING SALES

# demystifying vaping

Convenience retailers are perfectly placed to help smokers switch to something better with the majority of first time vapers shopping in retail.

The UK vaping market is worth  
**£1.4bn**

There are **3.2m**  
vapers in the UK<sup>2</sup>

**40%**  
of smokers have never tried vaping

## INDUSTRY KEY WORDS

### OPEN SYSTEM

Reusable system comprising a rechargeable device, a tank and a mouth piece. The tank is manually refilled with e-liquid.

### CLOSED SYSTEM

Device that doesn't need to be disassembled to be refilled. You just unscrew or pull out the old cartridge or pod and replace it.

### NICOTINE SALTS (NICSALTS)

Nicsalts allow nicotine to be absorbed into the body more quickly to deliver an experience closer to smoking a cigarette.



## myblu Pod Mod

A simple one-step 'click and go' solution. Pod-mods are shaping the market, with closed devices share of the market growing by 46.2% in 2018.<sup>4</sup>



1. EcigIntelligence 2. ASH 2018 3. Public Health England 4. Nielsen, December 2018 data.



MUST STOCKS



### myblu Intense Liquidpods featuring nicsalts

Vaping nicsalts delivers a sensation closer to smoking a traditional cigarette making them a good choice for adult smokers looking to switch.

## TRADE TOP TIPS

### RANGE

Stock at least one open and one closed system from a big brand like blu. Support your range of e-liquids, especially fruit flavours, in a variety of nicotine strengths, including nicsalts like myblu Intense, to cater for all tastes.

### VISIBILITY

You can display, advertise and promote vaping products in store. Dynamic displays and eye-catching PoS will help drive visibility and grab the attention of shoppers as soon as they walk through your door.

### EDUCATION

Make sure you understand the different products and terminology and share this knowledge with staff. This will allow you to advise customers on what products are right for them and help them switch. Engaging with customers will also help you tailor your range.



For more information visit [blu.com](http://blu.com)  
 or email [sales.uk@blu.com](mailto:sales.uk@blu.com)  
**FOR EXISTING ADULT SMOKERS & VAPERS ONLY.**  
 This product contains nicotine. 18+ only.  
 Not a smoking cessation product. © Fontem 2019.



18+ CONTAINS NICOTINE

NEW



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High quality e-liquids bottled in the UK.



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logicvapes.co.uk

# CLICK IT, VAPE IT.



DISCOVER  
LOGIC COMPACT



Available in five flavours



It's that simple.



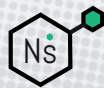
# DOT

vape kit

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2 x 2ml liquid pods

- Our simplistic pod-based design guarantees no leaking or confusing filling.
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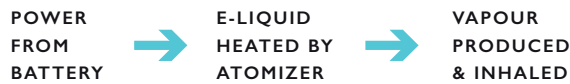
[www.dotvape.co.uk](http://www.dotvape.co.uk)



# LIBERTY FLIGHTS®

EXPERTS IN VAPING

## HOW DO VAPING PRODUCTS WORK?



“VAPING PRODUCTS ARE AROUND **95% LESS HARMFUL** TO HEALTH THAN SMOKING”

PUBLIC HEALTH ENGLAND REPORT  
AUG 2015

## WHAT IS E-LIQUID MADE FROM?

E-liquid is made up of 4 simple ingredients, PG, VG, food grade flavourings and pharmaceutical grade nicotine.



**PG 50% | VG 50%**  
- Provides the most throat hit  
- Compatible with most vape devices



**PG 25% | VG 75%**  
- Commonly used for sub-ohm devices  
- Creates more vapour  
- Thicker fluid  
- Low nicotine strength



50 FLAVOURS

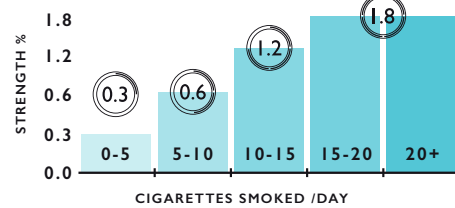


1 x 10ML BOTTLE SHOULD TYPICALLY LAST **3-7 DAYS**



ALL XO PRODUCTS **TESTED & APPROVED**

## WHAT NICOTINE STRENGTH % IS RIGHT FOR ME?



\*Cigarette data is based on average daily amounts. Vapers may prefer a higher strength to fit with the desired throat hit.

**MADE IN BRITAIN**



## WHAT IS A COIL OR ATOMIZER?

The heating component of a vaping device, usually made from stainless steel, nickel, kanthal or titanium.



## WHAT IS A CLEAROMIZER?

An atomizer built into a tank that holds the e-liquid. The clearomizer is usually disposable, as the atomizer cannot be replaced.

## WHEN DO I NEED TO CHANGE THE COIL?



AFTER ROUGHLY 1 - 2 WEEKS



WHEN THE FLAVOUR BECOMES COMPROMISED



IF THE DEVICE WILL NOT WORK



IF THERE IS LESS/NO VAPOUR PRODUCTION





# DAINTY'S PREMIUM FLAVOURED E-LIQUID

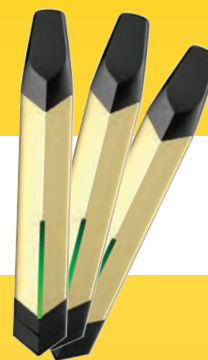
THE PERFECT SOLUTION  
FOR CONVIENCE STORES.



5 PACKS

## POD KITS

EASY TO USE DEVICES WITH PRE-FILLED PODS



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SALES@ECO-VAPE.CO.UK

# Vaping - The Law in Scotland

The Health (Tobacco, Nicotine etc. and Care)(Scotland) Act 2016 introduced new compliance regulations for retailers in relation to Nicotine Vapour Products. The Act came into force with effect from April 2017.

## The key changes were:

### Minimum Age Requirement

If you (or any member of your staff) sells tobacco and/or NVPs to someone under the age of 18 you will be committing an offence unless you believed that person to be 18 or older and you took reasonable steps to check their age.

### Age Verification Policy for selling Tobacco and/or NVPs

You must operate an age verification policy to check the age of anyone attempting to buy a tobacco product, cigarette papers or an NVP who appears to be under the age of 25.

### Sale Authorisation for Underage Staff selling Tobacco and/or NVPs

If you allow a member of staff who is under the age of 18 to sell tobacco, cigarette papers or NVPs then you will be committing an offence UNLESS you as the owner or registered tobacco retailer of your shop or your shop manager has authorised that staff member to sell them and you have kept a record of that authorisation.

### Retail Register for Tobacco and/or NVPs

From 1 April 2017 the tobacco retail register was extended to include anyone selling NVPs at their shop. Anyone selling tobacco, NVPs or both tobacco and NVPs must be a registered retailer.

### Proxy Purchasing

From 1 April 2017 the current law relating to the prohibition of the 'proxy purchase' of tobacco products for anyone who knowingly buys tobacco products or cigarette papers for someone under the age of 18 years old was extended to cover NVPs.

Go To [www.scottishshop.org.uk](http://www.scottishshop.org.uk)

For the definitive SGF retailer Guide to the regulations



**SGF**

Scottish Grocers' Federation

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[www.scottishshop.org.uk](http://www.scottishshop.org.uk)

