



Independent British
Vape Trade Association

Matthew Moden

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&

Chairman of the IBVTA Manufacturers and Importers Committee





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Vape Trade Association

The Independent Vape Sector

A unique relationship with Smokers and Vapers

I have been asked today to speak about the unique relationship that UK vape companies have with the people who we serve. SMOKERS & VAPERS. I am proud to be a part of the this industry. I am evangelic about the positive IMPACT the industry has had on many MILLION lives.

I will explore the many relationships within our industry. Focusing specifically on the ROLE and RISE of the VAPER, and the interaction between vaper and INDEPENDENT business owners. Both of whom have DEFINED THE INDUSTRY, SHAPING it into what we see today.

It was 2008 when I became involved in the industry, next year will be my 10th anniversary...and when I started to tell people that I was selling e liquid and vaping kits



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You're selling WHAT?!

..this was generally the reaction I received....

*A reflection of how little was known about the products
or their potential at that time*





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FANTASTIC!

This has changed my life.

However, over a relatively short period of time, it soon changed to this. Especially for those smokers who had their lives TRANSFORMED for the better

And for those SAVVY people who had SWITCHED and SAVED, it enabled them to buy stuff, like this...





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People would tell me about the things that they had been able to buy and crucially what difference it had made to their lives.

The “change” could have been the SMELL, the MONEY SAVED, the fact that they had stopped being nagged at.

They would tell me how they felt BETTER in the MORNING and had STOPPED COUGHING and where once, they were struggling to get up the stairs, without taking pause for breath they could now manage it in one go.

At this point we sold predominantly ONLINE, but we had an incredibly STRONG CONNECTION to many of our customers. I still recall fondly specific customers who I guided through their first set up, HEARING their JOY when tried their first vape, many of whom never went back to cigarettes





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*Vaping began to gain MOMENTUM.
This DISRUPTIVE TECHNOLOGY came from NOWHERE.
It BLINDSIDED everyone, in a similar way to how NAPSTER
changed the music industry.
However, we were LEGIT.*

It caught everyone out and DICTATED ITS OWN TERMS.

*This is because it was being DRIVEN BY CUSTOMERS.
Many of these early adopters went onto become vendors and
manufacturers themselves.*

*Vaping EMPOWERED. It LIBERATED SMOKERS and gave
entrepreneurs opportunities.*

Vaping was VIABLE, VALID and had VALUE.

Early years...
2008



1999



napster™



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Who are Vapers?

In a NUTSHELL. It is ANYONE.

YOUNG. OLD.

MALE. FEMALE.

BEARD. NO BEARD.

NICOTINE really DOES NOT MIND.

If you are ON IT, then you are IN IT.



Unfortunately not for him!

Unfortunately for Mark Twain, we came too late.

But his much CITED QUOTE perfectly encapsulates what the challenge is for ALL SMOKERS, EX or CURRENT.

One thing is for sure, NEW VAPERS were SMOKERS and they were LOOKING for AN OUT.

This was THE ALTERNATIVE. It was all we could sell it as.

We NEEDED to know

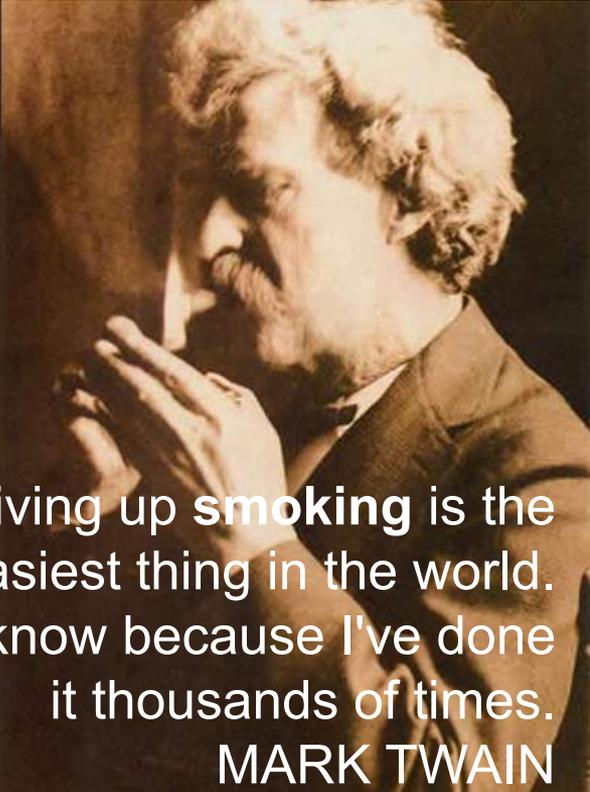
“HOW MANY CIGARETTES do you SMOKE?”

“Would you prefer a TOBACCO or something FRUITY?”

“Is that too STRONG...TOO WEAK?”

“Are you getting a GOOD THROAT HIT?”

We had to FIND OUT what WORKED in order to HELP PEOPLE SWITCH



Giving up **smoking** is the easiest thing in the world. I know because I've done it thousands of times.

MARK TWAIN

Forums were key...

These SAME CONVERSATIONS were taking place on FORUMS.

These were INCREDIBLY BUSY and INCREDIBLY IMPORTANT for the DEVELOPMENT of the industry early on

People would SHARE ADVICE and give TIPS for LIQUID and KITS. Point out and LINK the BEST OFFERS. Share PICTURES of the LATEST TECH (a new 280mAh battery!). And SWAP LIQUIDS that weren't suited to individual tastes.

These places had their RULES around HOW and WHO could ADVERTISE.

Everyone KNEW the ARRANGEMENT. MODERATORS were employed FULL TIME.

Often criticized for FLAMING and TROLLING...but FORUMS offered SUPPORT, ENCOURAGEMENT & COMMUNITY.



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The place on the web to discuss all things e-cigarette

e-cigarette-forum.com • The place for electronic cigarette reviews, news and chat

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Forum	Last Post	Threads	Posts
The E-Cigarette			
General E-Smoking Discussion (2 Viewing) Chat with other users. Discuss the different types of e-cigarettes. Swap stories about using them and other people's reaction.	I am switching to Myecig.com! by karenwest1961 Today 01:18 AM	443	4,586
Electronic Cigarette Reviews Which brands perform the best? What are the differences between them? Which brands are the originals and which are cheap copies? Have you had a positive/negative experience with a supplier?	NJOY Review by leaford Yesterday 02:17 AM	40	1,437
Law and the E-Cigarette Discuss the laws that govern the sale of e-cigarettes where you live.	Italy to open up to e-smoking? by Mamba Yesterday 05:23 PM	28	213
Tips & Tricks (3 Viewing) Share your tips on making the best out of your e-smoking product here!	pic of my custom case by NerdyCinderella Today 01:27 AM	34	555
Product feature and design requests Please post any features you would like to see incorporated into e-cigarette technology in the future. Hopefully we can get the manufacturers to take notice.	Solution delivery idea by Jarvis 07-07-2008 05:38 PM	15	186
The E-Cigarette in Public Have you used e-cigarettes in no-smoking areas? How did those around you react? Is it	E-smoking on an airplane? by TropicalBob	19	241

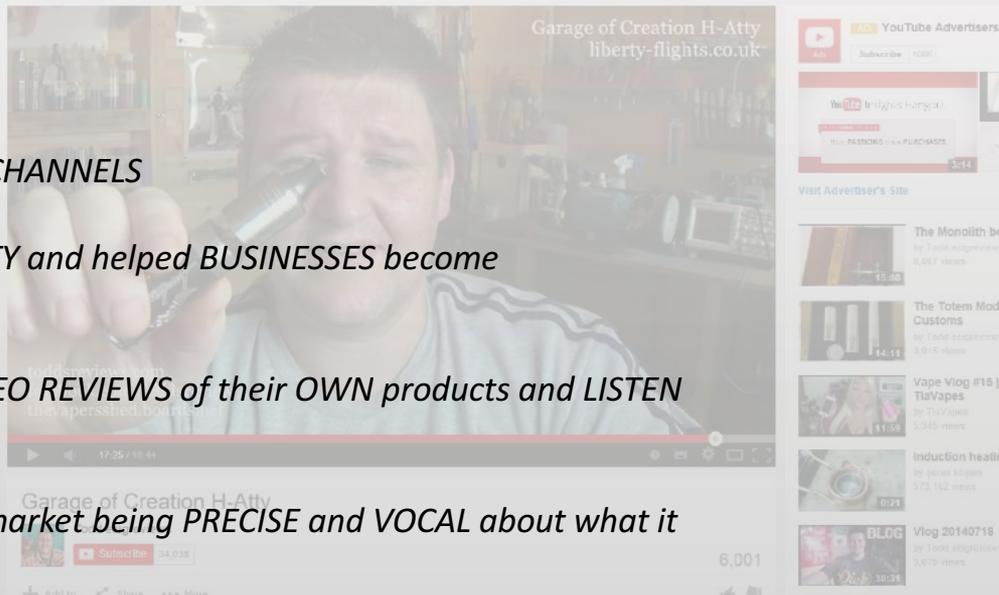
People shared THEIR experiences

Some even went on to set up their own REVIEW CHANNELS

VAPERS were INTEGRAL to their own COMMUNITY and helped BUSINESSES become ESTABLISHED and GAIN CREDIBILITY.

VENDORS would SCOUR these PAGES, watch VIDEO REVIEWS of their OWN products and LISTEN to FEEDBACK to GAIN insight.

*This FLURRY of EXCHANGE and IDEAS led to the market being PRECISE and VOCAL about what it WANTED....
and boy did it want a lot!*





INNOVATION was FAST.

People wanted - NEW FLAVOURS, LONGER LASTING BATTERIES, Blue LED's instead of Red LEDs

A PIPE...A PASSTHROUGH...A SCREW-DRIVER

Product was VARIED. There was a DEVICE for most TASTES.

REGARDLESS of its SHAPE or SIZE, all the products served ONE PURPOSE.

They STOPPED people COMBUSTING TOBACCO.

It was AFFORDABLE and it was ACCESSIBLE.

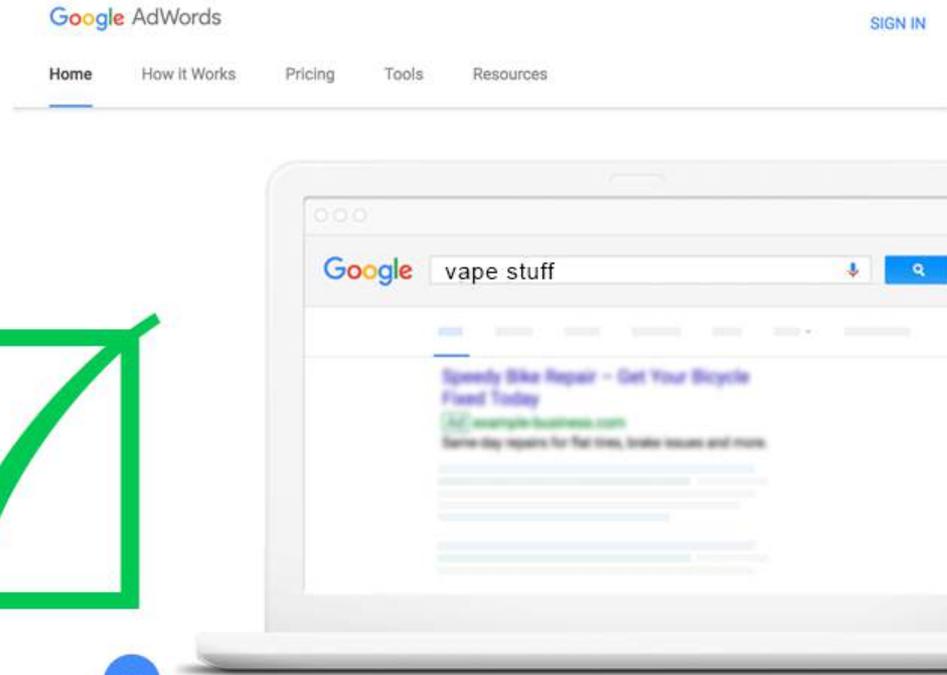


We could advertise online...

*We could be DESCRIPTIVE when advertising
what PRODUCTS DID and what they VAPED LIKE*

*There was ONE SIGNIFICANT MOMENT - we
were AUTHORISED to TELL customers that
vaping was SAFER & HEALTHIER in COMPARISON
TO CIGARETTES*

A real breakthrough. Alas this did not last.





Promote & Discount

LIBERTY FLIGHTS
ELECTRONIC CIGARETTES

THERE'S GOING TO BE
A VAPING STAMPEDE!

ONE DAY ONLY
HALF PRICE

World Vaping Day
Thursday 18th Sep

XO e-liquid flavours



WORLD FRESH BREATH DAY PROMO

Wednesday 6th August - Friday 8th August

BIG BANK HOLIDAY

DISCOUNT CODES and PROMOTIONS FUELLED COMPETITION.

INDUCED CUSTOMER LOYALTY whilst SAVING THEM MONEY.

These campaigns GREW BUSINESS and kept VAPING AFFORDABLE for smokers

They were a HUGE DRIVER for EXPANDING VAPER NUMBERS and encouraging smokers to become switchers



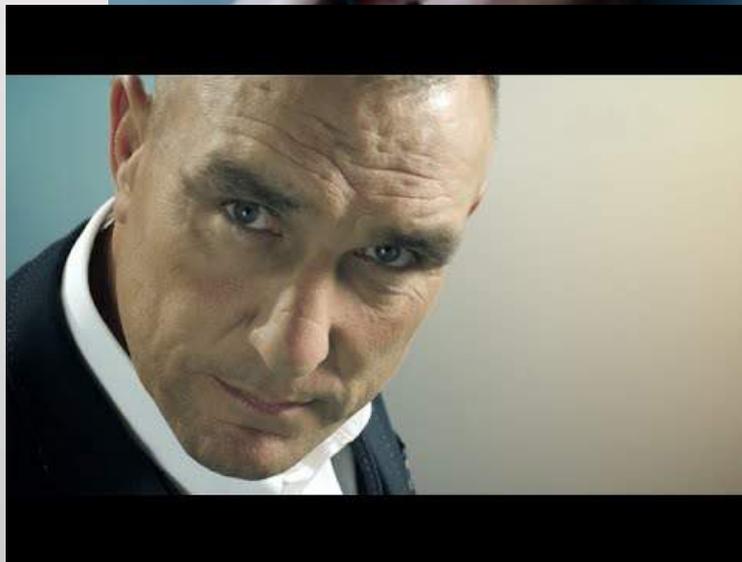


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As the industry matured in ventured into Above the Line Advertising

On REFLECTION these ADVERTS didn't strike the right tone. A MISSED opportunity...

OVERTLY SEXIST, NOT SEXY and THREATS from the HARDEST man in FOOTBALL didn't really give a CLEAR PICTURE of VAPINGS ABILITY to HELP those looking to QUIT SMOKING





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From Clicks to Bricks...



During the ECONOMIC DOWNTURN our sector ROSE UP

It was able to move AWAY from the DIGITAL SPHERE and go onto the HIGH STREET

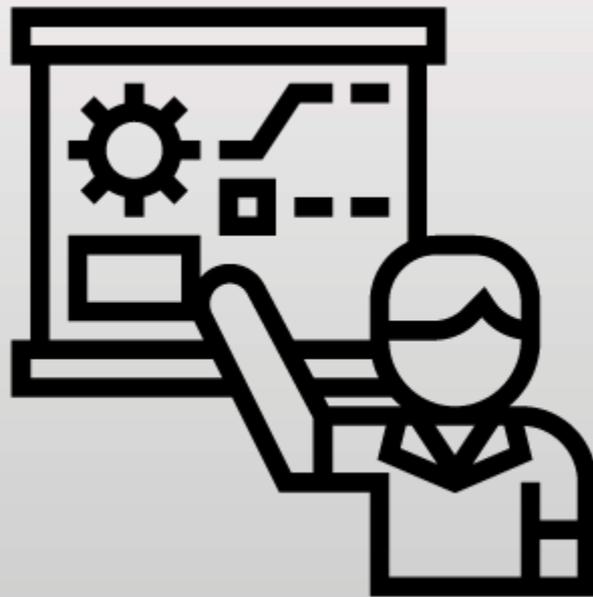
Around 2013 there was an SURGE of INTEREST and more people opened their own stores

Today there are approximately 2000+ SPECIALIST Vape stores in the UK.



From Clicks to Bricks...

- Independent Vape stores are essential for new and experienced vapers.
- They took the spirit of Vaping ideology from the digital space to the high street
- Empowering smokers to make informed decisions and spend their money wisely
- Engaged consultation, on a 1-to-1 basis
- The staff are highly trained cessation advisors



Improved Industry standards

*MEANWHILE, UK companies were forging ahead...
with BETTER TESTING...increased E LIQUID KNOWLEDGE
...and IMPROVED MANUFACTURING FACILITIES*

AS we UNDERSTOOD MORE we wanted to CONTINUE to RAISE the BAR

*The INDUSTRY CARED about what we MADE and SOLD.
In the MAIN it still DOES.*

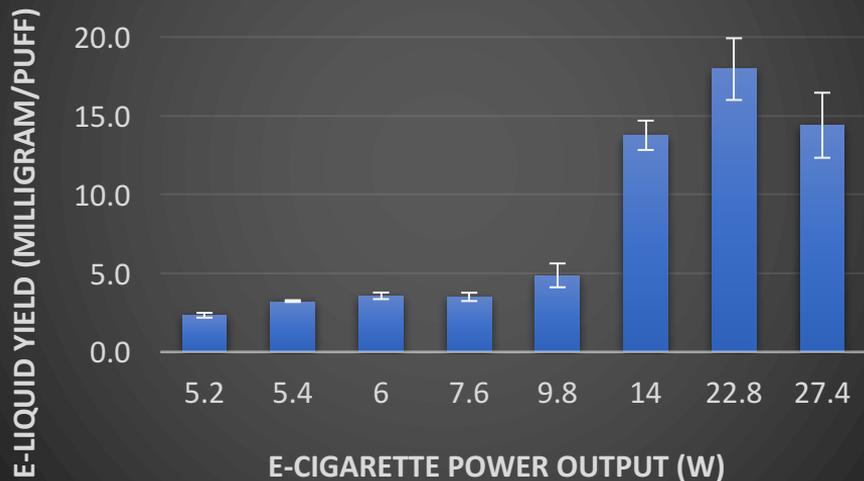
*Thanks to MANY of the PEOPLE in this room, including SCIENTISTS and CARE PROFESSIONALS our UNDERSTANDING continues
to deepen...*



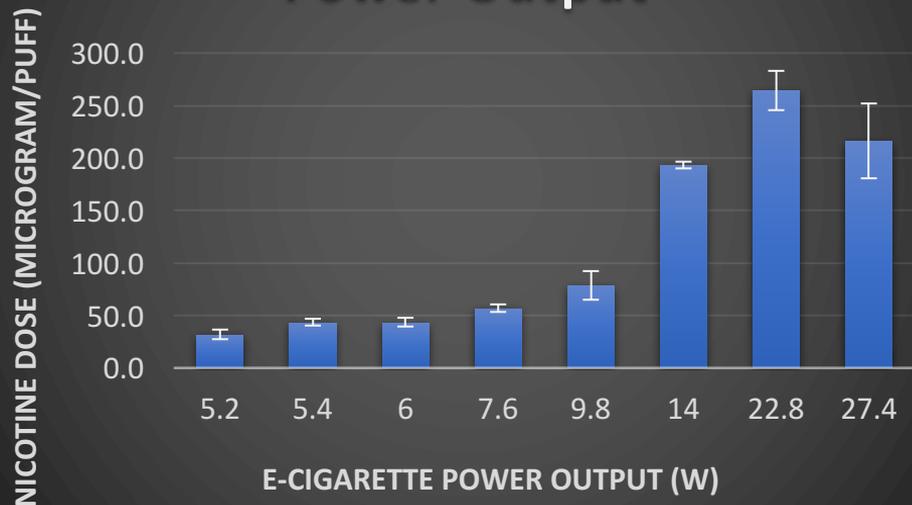


Nicotine Delivery vs e-cigarette Power Output

E-liquid Yield vs e-cigarette Power Output



Nicotine Dose vs e-cigarette Power Output





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Nicotine Delivery vs e-cigarette Power Output

This graph released by the IBVTA SCIENCE & REGULATORY COMMITTEE highlights the effect that HIGH POWERED DEVICES has on E Liquid YIELD and NICOTINE DOSAGE.

What is also highlights is that this is the COLLABORATIVE EFFORT of Scientists from DIFFERENT COMPETING BUSINESSES, BENEFITTING the WIDER SECTOR under the Umbrella of the IBVTA.

This is ONE EXAMPLE of the tremendous work that the IBVTA Science and Regulatory Committee have researched and released.



The perfect industry! (?)

- A market that is driven **by the consumers**, who are, (or want to be), informed and **specific in their demands**
- Supplied to by businesses whose **only vested interest** is with **vaping and vapers**
- Businesses with **expert positioning**, bringing **innovation** & giving **advice**
- An industry that is **fueling the economy**
- For the **smoker**, a **healthier** and **less expensive** way to consume nicotine
- What could go wrong?

First of all we get this...

Vapers and vaping are PARIAH in MOST of the MAINSTREAM media.

All too often the INVERSE of what we know to be true is reported.



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E-cigarettes contain chemicals that make some 'as harmful as normal tobacco'

- Findings from the National Consumers' Institute said it tested ten different rechargeable and disposable models for carcinogenic and toxic properties
- Researchers 'detected a significant quantity of carcinogenic molecules in the vapour of these cigarettes which have thus far gone undetected'
- Report also criticised certain models for lacking child-proof safety caps because nicotine levels contained could be lethal to children

By IAN SPARKS
PUBLISHED: 13:33, 26 August 2013 | UPDATED: 08:46, 26 August 2013

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Then this...

No responsible business would oppose APPROPRIATE
Regulation.

What we have now is NOT APPROPRIATE...
HIGHLIGHTED By....

T P D

T R P R

Ads by fax is not appropriate

The Fax Machine.

*PROBABLY the most inappropriate medium for
Vaping companies to communicate to their customer base*

*Which is one of the mediums sanctioned for UK Vape
Companies to communicate to their customers*

*An Industry borne out of the digital revolution reduced to
analogue communication modes*





Once were appropriate

Higher Strength Nic



Tanks above 2ml



Bigger Bottles



Promotional Activity



All of these were not only appropriate once, but FUNDAMENTAL to vaping and its APPEAL

EACH one of these RESTRICTIVE MEASURES is a potential BLOCKAGE in a PATH TOWARDS CESSATION

The TRPR impact on the Industry

- Innovation speed has been slowed; stifled even
- Long term vapers feel penalised
- Smokers are confused & uninformed
- Diligent companies have been put at a commercial disadvantage due to the lack of enforcement of the regulation
- We have an illicit market





Short Fills



We will continue to be PASSIONATE for our industry and keep VAPER SAFETY as a CORE MANDATE

We will STRIVE for continued INNOVATION in our PROCESSES and PRODUCTS

The IBVTA will continue to work as a highly credible Trade Association – [EXAMPLE] = work that we undertook with PHE to include Vaping in this years STOPTOBER campaign

Continue to ENGAGE with Dept. of Health and other Govt. bodies including MHRA, PHE & Trading Standards

We will urge the APPROPRIATE BODIES to BRING FORWARD CHANGES in REGULATION, AMEND WHERE IT IS RIGHT and PROPER TO DO SO

The IBVTA Science and Regulatory team will continue its detailed Research and analysis



Public Health England

IBVTA

**STOP SMOKING
WITH AN
E-CIGARETTE
THIS
STOPTOBER**

E-cigarettes are the most popular stop smoking aid in England and there's growing evidence that they can help people quit smoking cigarettes for good.

Join in the 28-day Stoptober challenge and stop with all the support you need.

Ask inside today.

STOP TOBER

Public Health England

**95%
SAFER**

BECAUSE THERE'S ONLY
ONE YOU

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Thank You

*Congratulations to the E Cig Summit on its 5th Birthday
This is super critical to our industry and long may it continue*