



NEWSHUB

Issue 1

April Edition



**INDUSTRY
LEADING BRANDS
DEMANDED
BY CUSTOMERS**

**SIKE
CRYSTAL 2400**

**ELFBAR
5K**

**KILLA
& PABLO**

MyChecker

**VSL
TRADE
BROUGHT TO
YOU BY THE
VSL TRADE APP**



What's Hot

MyCheckr

Introducing the MyCheckr Age Verification device.

A cost-effective solution for businesses catering to age-restricted products and services.

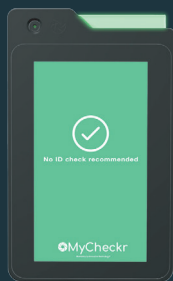
What is Mycheckr?

MyCheckr provides a straightforward, cost-effective solution, assisting servers in making informed decisions during the age check process. Aligned with the Challenge 25 retailing strategy, its checking process is tailored to automate the restriction of illegal sales of age-restricted items to underage customers. With state-of-the-art technology, MyCheckr combines integrated camera technology with AI algorithms, minimising the need for manual ID checks to effortlessly comply with legal requirements.

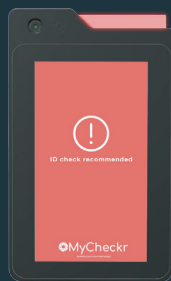
Wave goodbye to manual checks and hello to accurate age verification with MyCheckr, the trusted choice for businesses prioritising compliance and customer safety.

How does it work?

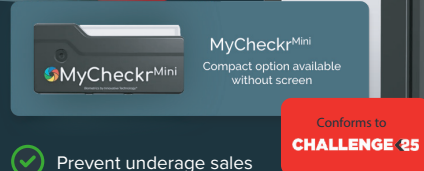
By performing age estimation of customers using a front-facing camera, MyCheckr utilises a simple LED above the screen. A blue light prompts the age verification, if the light then turns red, it indicates the person is under 25. A green light indicates 25 or older. Simply ask your customer to stand in front of the camera and MyCheckr will do the rest.



The person in front of the camera is
25 or over



The person in front of the camera is
under 25



- ✓ Prevent underage sales
- ✓ Reduce confrontation at the checkout
- ✓ Meet licensing objectives

98%

98.8% accuracy with **Challenge 25** & has Primary Authority with Bucks & Surrey Trading Standards.

How is it set up?

MyCheckr can be easily mounted on any system and requires only a power connection to commence operations. With a user-friendly interface and intuitive design, the device will be up and running in no time. Follow the simple instructions provided, and within minutes, you'll be ready to verify the age of your customers with ease.

As stocked in WH Smith, SPAR, Road Chef and 100s of independents.



Interested in how easy it is to set up? Scan the QR code to watch the video.



What our customers think

onestop Nesun Express Solihull Ltd

Nemal

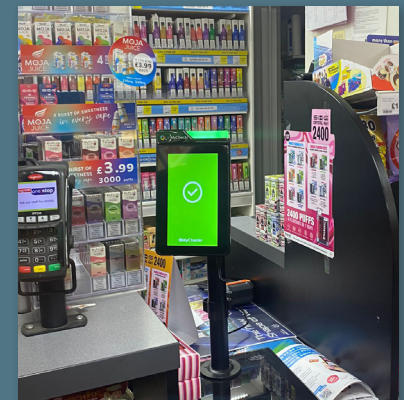
"MyCheckr has enabled my store to achieve 100% compliance with Challenge 25 regulations.

Staff members feel more confident when selling age-restricted products.

Customers appreciate the concept and there are fewer instances of underage individuals attempting to purchase age-restricted items.

I have access to analytics regarding customer demographics, allowing me to tailor advertisements on Mycheckr accordingly.

Overall, it's a fantastic product."



One-time cost for the device!

Age Verification Unit & Monitor Stand:

£499.00

Log in to the VSL Trade App to place your order today

Budgens

Budgens

Vipin Gohil

"I have had Mychecker age checker for a few months. A simple to use device.

It's a good tool to assist in due diligence and under 25 policy.

It identifies people under 25 and you check their photo ID to prove they are over 18".



No internet required



No recurring fees



World leading accuracy

Rise in Nicotine Pouches

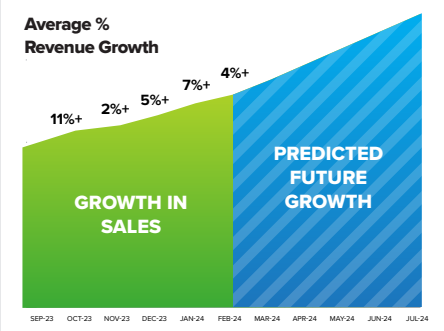
The growing popularity of nicotine pouches reflects a significant trend in modern consumer habits.

The heightened awareness of the health risks associated with smoking and the desire for customisable nicotine intake has left users seeking something new. The wide range of flavours available in nic pouches caters to diverse preferences, contributing to its growing popularity within the industry. This indicates significant change in nicotine usage trends, as nicotine pouches are gaining popularity as a top option among consumers aiming to reduce or stop smoking.

What to know

Packaged in compact tins, typically containing 15 to 22 pouches depending on the brand, and varying in strength between 3mg and 30mg per pouch. For context, a typical cigarette contains 10 to 14mg of nicotine.

*Nicotine pouches, being tobacco-free, are not regulated by TPD and TRPR like vaping products. Instead, they are governed by the General Product Safety Regulations (2005).



How do they work?

The discreet pouches are easy to use with simple placement between the upper lip and gums for up to an hour. This provides a subtle nicotine payoff, increasingly favoured by individuals seeking alternatives to traditional tobacco products. Once the customer has satisfied their nicotine cravings, they simply remove the pouch from their mouth and dispose of it. The pouch itself is non-recyclable, and should be thrown into general waste. Customers can store a used pouch in the top lid compartment when a bin is not immediately available.

KILLA
Nicotine Pouches

0.8 grams	16.5 MG	13.2 MG	20 PCS
POUCH WEIGHT	NICOTINE CONTENT	NICOTINE PER POUCH	PER CAN

Bundle Deal Available:
Includes: 18 Units (3x 6 top selling flavours), Poster, Tent Card & Till Wobbler.

ONLY £25!
YOU SAVE 26%

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Nicotine Pouches

0.8 grams	16.5 MG	13.2 MG	20 PCS
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Includes: 18 Units (3x 6 top selling flavours), Poster, Tent Card & Till Wobbler.

ONLY £25!
YOU SAVE 26%

PABLO
Nicotine Pouches

0.6 grams	50* MG	30 MG	20 PCS
POUCH WEIGHT	NICOTINE CONTENT	NICOTINE PER POUCH	PER CAN

Bundle Deal Available:
Includes: 18 Units (3x 6 top selling flavours), Poster, Tent Card & Till Wobbler.

ONLY £26!
YOU SAVE 27%

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Includes: 18 Units (3x 6 top selling flavours), Poster, Tent Card & Till Wobbler.

ONLY £26!
YOU SAVE 27%

Legal Big Puff Devices

Legal Big Puff Devices show a significant evolution in the boundaries of vaping technology.

What is a Legal Big Puff?

Legal Big Puffs are designed parallel to disposable-style vape kits but with the new ability to offer up to 2,400, 3,500, 4,000 or 5,000 puffs. The rechargeable feature of Legal Big Puff devices is what sets them apart from traditional disposable vapes, which are often discarded after a single use. Legal Big Puff vapes are the next level for vape convenience.

Are they TPD Compliant?

These popular devices are making their way into the UK, all intended to work within current regulations; they are completely TPD-compliant and adhere to stringent quality and safety standards, ensuring a reliable and enjoyable vaping experience for users.

Offering a cost-saving and greener alternative to single-use devices, Big Puff vapes are ideal starter kits for beginner vapers or those looking for a compact vape kit.

TPD-compliant Big Puff vape kits welcome the same great e-liquids from leading brands such as Elf Bar and SKE Crystal thanks to nic salt e-liquids containing 20mg nicotine.

SKE
SKE Crystal 4in1 2400 Pod Kit & Replacement Pods

950mAh Battery | Mesh Coil | 4x Pods Per Kit

This innovative vape device features four 2ml prefilled pods with 20mg nic salt. Easily switch flavours with a twist. Refill options include packs of four 2ml pods in individual or mixed selections, catering to diverse flavour preferences.

KITS £12.99 RRP | PODS £8.99 RRP

2400 PUFFS
4 FLAVOURS IN 1 VAPE

Elf Bar AF5000. Elf Bar's First TPD Legal 5000 Puff Rechargeable Disposable

650mAh Battery | 1.2Ω QUAA Mesh Coil | 10ml Refill Container

This unique disposable features a 10ml refill container automatically refilling the 2ml pod when low on e-liquid. With Elf Bar's QUAA Mesh Coil technology and upgraded type-C USB rechargeable 650mAh battery, users get up to 8 times more use. Choose from 15 pre-filled flavours with 20mg nicotine. Just plug the 10ml bottle in and it saturates the coil.

Elf AF5000 £12.99 RRP

5000 PUFFS

Government Legislations



The UK Disposable Vape Ban: Impacts and Alternatives

What is the latest news on the disposable vape ban?

The government announced proposals recently to ban the sale of disposable vapes, accompanying the publication of draft regulations.

These regulations are subject to a two-week consultation period ending on **March 25, 2024**.

According to the proposed regulations, enforceable by **Trading Standards Officers**, it will be an offense for anyone in the course of business to supply a single-use vape.

This includes individuals who offer to supply or possess single-use vapes with the intention to supply them.

What is the definition of a disposable device?

A single-use device that is not designed or intended to be reused. To be considered reusable, the vape must be both rechargeable and refillable. A refillable vape is designed to include either a single-use container that can be purchased separately and replaced, or a container that can be refilled. A vape is not rechargeable if it contains a battery that can't be charged, or if it has a coil that can't be replaced by the user.

When will the ban take effect?

Current draft regulations for the disposable vape ban are set to be enforced on **1 April 2025**, and currently applies to all devolved nations. This includes the 6 month transition period which is expected to commence on **1 October 2024**.

What happens when the ban comes into effect?

Trading Standards Officers will have the authority to enter premises where they suspect single-use vapes are being sold. They may open and take samples away to determine this.

Individuals may face an **initial penalty of £200 for supplying single-use vapes**. For repeated offenses, a 'stop' notice can be issued, halting their business activity until compliance conditions are met.

Guidance will be provided before the ban is introduced to support enforcement and assist businesses in complying with the regulations.

These draft regulations remain open for comment until **March 24, 2024**. Final regulations are expected to be outlined in the **summer of 2024**.

What does the disposable ban mean for your store?

New consumer polling indicates that nearly a quarter (24%) of current disposable vape users plan to continue using them post-ban, resorting to illicit sources.

However there are already multiple solutions on the market from the leading brands you know, both closed pod and open pod systems (and therefore not disposable) that deliver the same and in some cases better experiences than disposables.

If you're interested in moving away from disposable vapes to get ahead of the ban, speak to your **VSL Rep** for advice on what is trending or check out the other categories on the VSL Trade App such as 'Legal Big Puff' vapes - set to dominate the market.

We will keep you updated about the disposable vape ban.

Tobacco Bill

The first reading of the Tobacco and Vapes Bill was tabled on **20th March**.

Through primary legislation, the bill allows the government to make changes to vape products that they wish to make in the future, in areas such as store counter displays, packaging and ingredients of the vape.

The Tobacco and Vapes Bill's second reading is scheduled for the **16th of April**. A consultation is due to follow, asking several questions on how best to formulate the changes in legislation, after which it will be debated in Parliament and finalised into legislation, likely in 2025.

Vaping products duty

The government intends to introduce a **new duty** on vaping products from **1 October 2026**, with registrations for the duty opening from **1 April 2026**.

The proposed rates will be £1.00 per 10ml for nicotine-free liquids, £2.00 per 10ml on liquids that contain 0.1 - 10.9 mg nicotine per ml, and £3.00 per 10ml on liquids that contain 11mg or more per ml. As an example, a 20mg disposable with 2ml of e-liquid, would command a **£0.60 duty rate**.

A 12-week consultation will be published on the policy design and technical details alongside the Spring Budget, which may well significantly change the above proposal, so for the medium term, it is business as usual for all concerned.

The government will also introduce a **one-off tobacco duty increase of £2.00 per 100 cigarettes or 50 grams of tobacco from 1 October 2026**.

Recycling vapes

All vape retailers must now provide a disposal option for customers' old vapes.

Starting March 31st, 2024, retailers are required to offer a one-for-one vape recycling facility, accepting old vapes when customers purchase new ones. Retailers may provide an in-store bin for vape returns. They must also display information about their vape recycling service.

Enforcement, managed by the Office for Product Safety and Standards, begins April 2024.

For a comprehensive recycling solution, check the VSL Trade App's Accounts section under Services and Display Solutions.



£6.00 RRP

XJOY BAR 1000

1000 puff 2ml disposable!

Consistent flavour from the 1st puff to the 1000th.
19 flavours available!

Chupa Chups

INCREDIBLE CHEW Bundle

3 SKUs, 110 units

1 x Orange (20pcs), 1 x Cola (20pcs), 1 x Green Apple (20pcs)
PLUS 50 FREE Chupa Chups Lollipops

ONLY £26.25

POR 45% Usual POR 30%

Get 50 Chupa Chups Lollipops FREE with this bundle

The VSL Trade App

All Vape Brands & Flavours at your fingertips

The VSL Trade App is unique to **Vape Supplier Ltd.** It is a frictionless ordering interface supporting retailers receiving their choice of products within the entire vape category in as few steps as possible, on a free next day delivery basis.

“Don’t know any supplier with a broader range at better prices”

P Prabakaran, Oxley Mini Mart.



- The Most Popular Brands
- Earn Credit on Every Order
- New Product Launches
- Flexible Payment Option
- In-store POS Solutions
- User Friendly
- Competitive Pricing
- Favourites
- Back in stock updates
- Quick Add to Cart

**Order today.
Delivered tomorrow!**

Unrivalled service. The fastest and easiest ordering and check out process in the trade!



*£5 Shipping for Orders Under £250 +VAT

**FREE
Shipping
for Orders Over
£250
+VAT***

Recently changed phones?

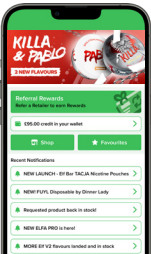
Check out how to download the app to your mobile or tablet by scanning one of the QR codes below.



Apple Users



Android Users



**LOST
MARY**



**GOLD
BAR**

**RIZLA+
SWAN**

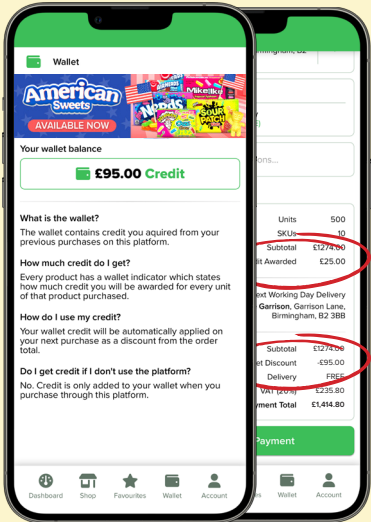
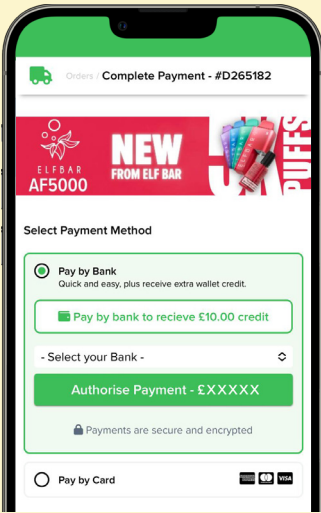
**RAW
Mike+like**

**SOUP PATCH
NERDS**

VSL
TRADE

Earn credit in your wallet

Our Wallet functionality enables you to earn cash-back rebate on every order, which is automatically deducted from your next order.



**Credit
awarded
with every order**

**Price
discounted
on next order**

Did you know?

Opt for bank transfer as your payment method instead of a credit card and earn **FREE WALLET CREDIT!** For instance, spend £500 and receive £5 credit back, or spend £1000 and receive £10 credit back!

At VSL, we save on merchant card fees and pass those savings back to our customers.

PLUS, we utilise Open Banking, which automatically populates all necessary payment details on your mobile banking app. This feature saves you the hassle of manually entering them, making it just a few clicks and you're done!

Accept card payments with Barclaycard

Open your business to more customers. With our experience and expertise we could help your business potential with a solution to our card payment needs.*

Accept card payments with Barclaycard and as VSL member, you'll receive unbeatable rates. To view the rates breakdown, head over to the VSL Trade App, visit 'Accounts' and click into 'Barclaycard Payment Solutions'.

See how it could work for you - contact Vape Supplier on 0800 0468 290 or via email at info@vapesupplier.co.uk.

0.29% Debit Card
18 month contract, 30 days notice to cancel with no fees



VSL
TRADE

The VSL Trade App

Services & display solutions

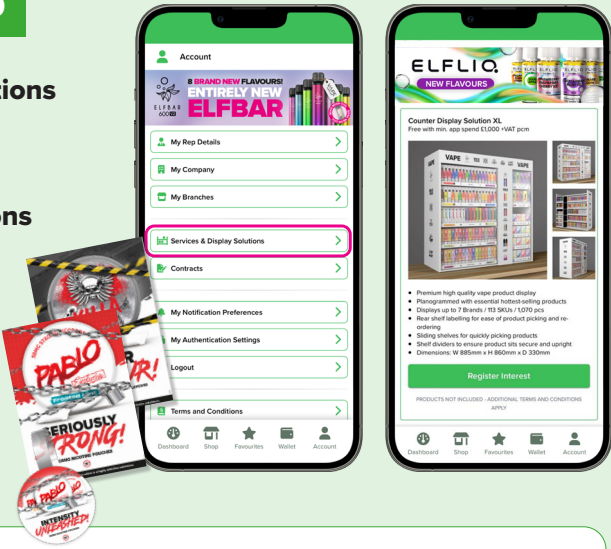
FREE vape category solutions, counter and floor units, on offer to customers using the App.

PLUS FREE POS solutions

FREE point-of-sale merchandise available with your order, for every brand, supplied directly from the manufacturers.

Currently
372
POS SKUs
available

To date
89,000
Units of FREE
POS ordered
from VSL



Counter Display Solution XL

Free with min. app spend £1,000 +VAT pcm

Premium high quality vape product display
Planogrammed with essential hottest-selling products
Displays up to 7 Brands / 113 SKUs / 1,070 pcs
Rear shelf labelling for ease of product picking and re-ordering
Sliding shelves for quickly picking products
Shelf dividers to ensure product sits secure and upright
Dimensions: W 940mm x H 880mm x D 345mm

Register your interest on the
VSL Trade App



Back Wall Display Solution

Free with min. app spend £2,000 +VAT pcm

Premium vape product display for placement behind counter
Planogrammed with essential hottest-selling products
Displays up to 9 Brands / 144 SKUs (in outer CDU) / 1,440 pcs
Backlit header to draw customers attention to the vape display
LED lighting to illuminate product for ease of customer selection
Shelf labelling for ease of staff re-ordering
Locking storage draw to keep replen stock to hand
Shelf holds 2+ outers deep to store replen stock
Dimensions: W 1000mm x H 2186mm x D 400mm

Register your interest on the
VSL Trade App

NATIONAL CONVENIENCE SHOW

29 APRIL-1 MAY 2024
NEC BIRMINGHAM

PART OF THE

UK FOOD & DRINK SHOWS

See you at the National Convenience Show!

HALL 6

STAND Q90 & STAND D40

Exciting news! The VSL team will be at the National Convenience Show, the biggest event for the convenience-retailing sector. Join us from **Mon 29th April - Wed 1st May 2024** at the **NEC, Birmingham**. This is your unmissable opportunity to come meet the faces behind our team and see our latest deals and offers. See you there!

NASTY POD

WE CALL THIS THE FUTURE

NASTY

SKE CRYSTAL

PLUS

SAME FLAVOUR, BRAND NEW TECHNOLOGY!

Don't miss out, Join 14,000+ retailers using us today

EASY TO USE

BROADEST RANGE

LOWER PRICES

FIRST TO MARKET

FREE POS

NEXT DAY DELIVERY



Get Free Credit

Receive **£10 credit** when you sign up, **PLUS** an extra **£10 credit** for each business you refer that starts trading.



How do I get the app?

Contact your VSL Trade Rep today by email or phone to get started today!

Find out more

Scan the QR code to see how the VSL app works.



VSL **NEWSHUB**
TRADE