# Electronic Cigarette Company Reinvents The January Sale

**Monday 21 January, 2013**

The January sales are often an incredibly stressful time for bargain hunters. Those seeking great deals come out in their millions to battle one another in a seemingly endless fight for prosperous savings. The Electronic Cigarette Company has replaced this stress with a sense of mischievous fun, offering a unique YoYo sale. Customers' interested in the products on the TECC website can watch discounts fluctuate between 12% and a staggering 70%. With the discounted prices constantly changing, customers must gamble as to when the best time to purchase a product from the online store will be.

Stocking a wide range of quality brands; The Electronic Cigarette Company has seen its reputation rise and rise within the industry and with their customers. TECC have become an industry leader for electronic cigarettes thanks to a dedication to supplying the highest quality products and incomparable customer service.

The brain boxes at TECC have created an electronic cigarette stock market wherein all products follow their own random price path. The price pattern is impossible to predict, adding to the excitement. Patience will be required of customers hoping to receive the very best deals for the products that they desire. These customers will be treated to a rollercoaster ride as they enjoy unpredictable price spikes and falls from behind their computer screen.

TECC hope that this sale will combine the two things that many customers desire the most in the post-holiday period: excitement and great savings.

For those with a slightly less risky streak, all of the sale products have a minimum sale price. This minimum sale price ensures that each product will be priced lower than their recommended retail price. No matter when the customer commits to buy the product, they will be making a saving. The only question is: 'how much?'

The previous price movements will be available on all products for the customers to view. This will enable them to witness whether or not the current price is at the greatest discount or not. Then it is a case of faith or blind luck when deciding whether to confirm the purchase. To get the adrenaline pumping, each product has a timer alongside to demonstrate the amount of time that has elapsed since the current price was implemented. The tick-tock of the discount clock will evoke the inner Jack Bauer in the customer.

The Electronic Cigarette Company boffins have added a 30 minute purchase completion period from when a customer clicks 'add to basket' to safeguard against potential foul play. The customer has 30 minutes to complete the transaction after adding to basket. This serves to ensure that customers do not stockpile products at different prices in order to guarantee they get the best price without risk.

The TECC YoYo sale includes a comprehensive selection of different Electronic Cigarette kits, accessories and e liquids. The sale includes products that will appeal to experienced Electronic Cigarette users and first-timers alike.

**About the Company:**
Since the company's inception in 2008; The Electronic Cigarette Company (TECC) has grown into one of the UK's top electronic cigarette retailers. Priding itself on supplying quality products, unique sales and great customer service; TECC grows from strength to strength.

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