

New liquid refillable electronic cigarette launch from ROK Universal

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The ROK Star e cigarette brings a range of new features to the UK

St Albans, U.K. - 22nd November 2011 - ROK Universal has today announced the full launch of their first liquid refillable performance [electronic cigarette](#) for e-smokers in the UK and Europe.

Designed to offer a simple, genuinely satisfying balanced alternative to smoking traditional tobacco-based cigarettes, The ROK Star [e cigarette](#) delivers nicotine in a smoke-like vapour, without any of the tobacco or tar. E-cigarettes are legal to be used indoors to beat the ban and can provide smokers with huge savings compared to regular cigarettes.

With the ROK Star e-cigarette we wanted to take the success of our core ROK Original range and produce something that is ideal for our more frequent e-smokers who are looking for a wider choice of flavours, more control, and even greater savings in the long term. says Greg Forster, Managing Director of ROK Universal. It was essential that we brought something new and pioneering to the UK.

Each ROK Star electronic cigarette kit incorporates

- Two rechargeable batteries with power level indicators
- Battery protection systems to prevent accidental activation
- An air flow band allowing users to choose the level of vapour delivered
- Two stealth e liquid chambers with fluid level indicator windows
- Two patented robust atomisers for vapour generation

The accompanying e-liquids are all made in the UK with the highest quality pharmaceutical grade nicotine, using flavours sourced from within the EU. In addition, ROK Star smokers can select from a range of nicotine strengths and six great flavours - original tobacco, Virginian tobacco, mountain menthol, bursting blackcurrant, milk chocolate and even absinthe for the more adventurous.

ROK Universal

ROK Universal is the leading electronic cigarette brand from Smoke Without Sin Ltd, an established limited company in the UK, specialising in the retailing of quality electronic cigarettes.

Smoke Without Sin is a member of ECITA (the Electronic Cigarette Industry Trade Association) and is an Internet Shopping is Safe (ISIS) and Internet Delivery is Safe (IDIS) accredited retailer.

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