OK Cigs launches premium E-Liquid for electronic cigarettes

Tuesday 13 May, 2014

Media:







Long-awaited award winning product hits retailers and online store from May 2014.

London, England - May 12th, 2014 - OK Cigs, an industry leader in quality electronic cigarettes, announces the launch of their much-anticipated OK Premium E-Liquid, sold online and extensively through its network of UK convenience store stockists .

The range will include all of the current award-winning exclusive OK tobacco flavours (Bold, Gold, Light, Menthol Bold, Menthol Light and Tobacco Zero). An extensive range of fruits, cocktails and coffee flavours will follow shortly.

E-liquid is the nicotine or non-nicotine solution found inside electronic cigarettes and currently used in all OK Cigs' flavour cartridges. The liquid produces a vapour that simulates smoke without the smell, tar and second-hand smoke. OK Premium e-liquid, will now be available for purchase on the OK Cigs website, packaged in tamperproof , childproof bottles with easy-to-use dropper priced at £4.98 for 10ml. Made with OK's proprietary e-liquid formulas, OK Premium E-Liquid is specially formulated to the company's exacting standards, to offer customers the flavours they love in a convenient new way.

Bringing customers the same full-bodied smooth taste of the current OK range of E-cigs that made them winners of the prestigious Electronic Cigarette Bud Smoothest Vape 2014 Award. OK Premium E-Liquid was created to provide customers with an affordable and easy way to manually fill ego tanks and all other vaping devises currently on the market. Ideal for people who use e-cigarettes frequently and go through cartridges quickly, e-liquid is less expensive than pre-filled cartridges, offers more control over product performance and more vapour in addition to a great, fresh taste.

Making sure the use of OK Premium E-Liquid is a simple process is a priority for OK Cigs. They are soon releasing easy to use e-liquid accessories, sold exclusively online. All the dripping techniques and tips will be outlined in their OK E-liquid guide, available on the company's website. The company's customer service, rated as one of the industry's top in sales support, is on hand to assist clients.

"We're excited to bring our customers this long-awaited product. We were delighted to come top in the recent industry wide independent survey of the most liked flavours in E-cigs and felt we needed to bring this award-winning range of flavours to those that not only use our E-cigs, but also all other vaping devices. This is a great addition to the OK Cigs family", said Sital Khona Sales director OK Cigs.

ABOUT OK ELECTRONIC TRADING LTD:

ENTERING THE UK MARKET IN 2012, OK ELECTRONIC TRADING IS A GLOBAL DEVELOPER AND MANUFACTURER OF PREMIUM QUALITY ELECTRONIC CIGARETTE PRODUCTS. OK ELECTRONIC TRADING'S PRODUCTS ARE DESIGNED AND CONTINUOUSLY REFINED TO DELIVER A RELIABLE CUSTOMER EXPERIENCE THAT MATCHES THE REAL LOOK, FEEL AND FLAVOUR OF TRADITION CIGARETTES AS WELL AS THE WHOLE SMOKING EXPERIENCE, WHILE DRAMATICALLY REDUCING COSTS FOR END USERS.

FOR OK ELECTRONIC TRADING UK MEDIA INQUIRIES, PLEASE CONTACT: admin@okecigs.co.uk OR VISIT THE WEBSITE AT www.okcigs.co.uk.

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~* Zero Six Polls, Electronic Cigarette UK consumer Survey 2014 – COMPARING THE RESPONSES OF EXISTING SMOKERS ON VAPING THE TOP 5 UK BRANDS OF E-CIGS



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