Red Box Vape launches store in Huddersfield in local Joint Venture

Wednesday 30 October, 2019

Britain's newest retail vape brand is set to open a new store in Huddersfield in a joint venture with the Safdar family, owners of Lockwood Convenience Store, a family business established in the area for over 35 years.

The new vape store will create 3 local jobs and provide consumers in the area with a convenient outlet for products to help them quit smoking. Public Health England has reported that vaping is 95% safer than continuing to smoke but that over 40% of smokers are yet to try vaping. The new store is branded in the Red Box style, is wheelchair accessible and is situated a few doors away from the existing convenience store to help demystify vaping.

Mr. Safdar, an owner of the family business, said:

"*We are very supportive of Red Box Vape objectives and their focus on British products. The store is very stylish and welcoming. We wanted to offer a friendly and supportive experience to our customers new and old. And particularly those that want to quit smoking by vaping but haven't as they have been put off by the intimidating styling of many vape stores designed for a younger clientele which have more of a tattoo parlour image*"

Mark Shaw, Managing Director of Red Box Vape, said:

"*I would like to welcome the Huddersfield team to the Red Box Family. We believe our dramatic growth over the past year is in no small part due to our decision to stock British made e-liquids which come with the gold standard of consumer protection. We've now created a business that we think is pretty special, and we have ambitious plans to expand our network to every part of the UK. This means we can continue to invest in new product innovations all of which will be available from the Huddersfield store"*

He said that with an estimated nine million adults still smoking in the UK, Red Box believed there was a huge, untapped market particularly as Public Health England are seeking a smoke-free environment within a decade.

The Britishness of Red Box Vape is reinforced by the use of a British icon – the red telephone box – within its branding, and a commitment to selling only e-liquids that were manufactured to the strict standards in the UK set out in the Tobacco Products Directive. Red Box also formulates and manufacture its own e-liquids under the Red Liquids brand.

Plans for the store include offering a click and collect service.

The store will be opened on 1st November. The Safdar family extend a warm welcome to the opening to everyone which is expected to attract nearly 200 guests

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