Totally Wicked Announces New Partnership with WHSmith

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Totally Wicked is excited to announce a new partnership with WHSmith, which will see their vaping products sold in 445 high street stores across the country from Monday 19th August 2019. Totally Wicked promotes the ethos; **'empowering smokers to transform their lives'**through amazing advice and empathy, with a premium range of e-liquids and vaping products.

One of the UK's fastest growing industries, vaping is thriving. Totally Wicked was an early pioneer of the sector, and has had a very busy 11 years since then. Nurturing and developing the iconic brand through 150 Totally Wicked branded stores has seen the business become the largest nationwide vaping retailer in the UK. In addition, the company is a founding member of an industry-leading association, the Independent British Vape Trade Association (IBVTA). The IBVTA's fierce independence of tobacco or pharmaceutical industry control has and continues to enable effective dialogue with key government health bodies and enforcement agencies.

Totally Wicked has focused on the belief that brand strength, innovative retail solutions and a shared vision can deliver more enduring results. Over the last 5 years, they have very successfully partnered with high-profile organisations such as Euro Garages and Bargain Booze.

Marcus Saxton, CEO at Totally Wicked:

> **"It's great to partner with such a prestigious retailer as WHSmith. Our vision is to evolve the vaping proposition to empower a greater number of smokers with an alternative choice and, the Totally Wicked brand can play a leading role in this.**

Julian Urry, Retail Director at Totally Wicked:

> **"I am delighted that Totally Wicked and WHSmith will be able to provide consumers with greater access to some of our premium range of products. As the number of people vaping in the UK continues to grow, vapers are seeking easier access to purchase vaping products, in particular, e-liquids.**
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> **Selecting the right partner to represent our brand and sell our products is extremely important to us. WHSmith is an ideal partner, having over the past 225 years built a reputation for delivering outstanding customer service, and with 445 WHSmith high street stores stocking Totally Wicked products they provide a great addition to our brand."**

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