Totally Wicked Celebrates its 10th Anniversary in the Vaping industry

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- Totally Wicked is celebrating 10 years at the forefront of the vaping industry with a month-long celebration this October, having opened its doors on October 8th, 2008.
- Totally Wicked is a pioneer in the vaping industry. Over the past decade the business has paved the way for people to make the switch from smoking to vaping, enabling hundreds of thousands of smokers to choose a safer alternative.
- This Blackburn based company will take a trip down memory lane with the release of an internally produced documentary showcasing the growth of Totally Wicked since 2008, and will spend the entirety of October giving back to its customers to say thanks for the past decade.
- Plus, Totally Wicked will also celebrate with new and existing customers in a series of engaging and rewarding initiatives throughout October.

Managing Director, Fraser Cropper said:

> Our 10 years' anniversary on 8 October 2018, marks the day we first opened our Totally Wicked website and sold our first branded e-cigarette and e-liquid. It was a true pioneering moment; with the term vaping still at least 3 years away from making its appearance, e-cigarette manufacturers and retailers had a tremendously difficult task of creating awareness and trust in our products. Even in our earliest infancy, we were privileged to be able to rely on the support of some tremendously loyal customers, who understood first-hand the potential of vaping.
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> For any consumer product that has such a lifechanging potential as vaping, in the context of the disruptive force it has brought to the old tobacco monopoly, the success that has been seen in the UK is not a fluke. I believe that good business, that places its customer responsibility at the centre of its philosophy, has been essential in building trust and credibility, not only in vaping as a product, but also the confidence that our industry is able and willing to shoulder its responsibilities. That said, it is irrelevant if there are no customers who are willing to be their own pioneers. Our 10-year anniversary is ultimately an applause to every vaper in the UK who has often had to show the courage and character to stand apart from those less informed and allow for the amazing potential of vaping to take root in the UK.

In the 10 years since Totally Wicked was born as a business, vaping has represented a consumer led public health revolution. Even the most conservative figures estimate that over 1.5 million people in the UK have given up smoking using e-cigarettes in that time, and a similar number have been able to cut down considerably.

Vaping is now recognised by Public Health England, the National Centre for Smoking Cessation and Training, Cancer Research UK, ASH, the Royal College of Physicians, and numerous other public health bodies not only as being 95% safer than smoking, but as being the number one stop smoking tool used in the UK.

Totally Wicked is a founding member of the Independent British Vape Trade Association (IBVTA) and is immensely proud of the fact that the vaping revolution started, and remains centered in its home town of Blackburn where it recently became an official club partner of Blackburn Rovers FC.

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