Warning Issued: “PRIME” Branded Disposable Vapes

Tuesday 31 January, 2023

Link to Official Press Release: https://indejuice.com/uk/about/press-release/warning-issued-prime-branded-disposable-vapes

IndeJuice, the UK's leading online vape store, is deeply concerned over recent efforts to imitate the branding of the well-known PRIME hydration drink in vape products. Not only does such branding infringe IndeJuice's established portfolio of Prime® trademarks, but it also undermines the hard work of reputable independent vape businesses that have invested heavily in ensuring that younger demographics and non-smokers remain uninterested in vaping.

Identical vape flavour profiles to those contained in PRIME drinks have been readily available in the vape market for over a decade and have been vital in helping users quit smoking. Yet, the use of e-cigarettes among young people in Great Britain has remained low. According to a July 2022 report by ASH, 83.8% of 11-17 year-olds have never tried e-cigarettes or are unaware of them.

However, the recent influx of new market entrants seeking to connect those pre-existing flavour profiles with imitation PRIME branding is a unique marketing phenomenon that is undesirable to all reputable retailers in the industry. As well as the unnecessary increased risk of marketing towards young non-smokers and non-vapers, such branding also infringes on IndeJuice's established portfolio of Prime® trademarks.

IndeJuice would like to remind the public that it has owned the Prime® trademark in the electronic cigarette industry since 2018 as part of its IndeJuice Prime® Certification. The Prime® certification is IndeJuice’s proprietary Authenticity Guarantee that helps buyers shop for vape products with confidence.

IndeJuice has vetted the world’s largest collection of vape products with over 12,000 products Prime® certified, including disposable vapes. The PRIME® badge is relied on by vapers across the nation as a badge of trust, authenticity, and legal safety for vape products. The company is determined to protect this high level of trust at all costs.

IndeJuice’s objective is to help people quit smoking, not to encourage non-smokers and non-vapers to start vaping. Flavours are vital in fulfilling this objective and are necessary to achieve a Smokefree nation by 2030. However, the company firmly opposes the marketing practices of products that imitate the PRIME drink's appearance and branding, particularly when the demographic most familiar with the beverage is heavily skewed towards a younger generation. Given the unique circumstances surrounding the target demographic of the popular beverage, the company urges intervention by the Advertising Standards Agency and Trading Standards to ensure that any efforts to blur the line between the PRIME drink and the vaping industry are swiftly eliminated from the market.

Maintaining a clear distinction between the branding of the PRIME drink and the flavours available in the vaping industry is important to avoid confusion and ensure that the focus remains on providing a solution for smokers to transition away from combustible cigarettes.

IndeJuice urges the public to be aware of these copycat products that have not been Prime® Certified for legal safety nor guaranteed as authentic. The company also urges the public to support legitimate businesses that respect trademarks and ethical marketing practices.

IndeJuice would like to stress that it has no affiliation with the PRIME drink or the YouTubers involved, and the company does not support the use of its trademark in association with any electronic cigarette products that infringe its trademarks or that are targeted towards younger audiences, non-smokers and non-vapers.

About IndeJuice

IndeJuice is the largest online vape store in the world, with over 12,000 products available for purchase. Unlike conventional online marketplaces, IndeJuice only allows the official brand to sell products through its platform, thus eliminating counterfeits and non-compliant products that cannot be protected against by traditional multi-seller marketplaces.

Founded in 2017, IndeJuice has quickly become the go-to destination for vapers of all experience levels,

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with a user-friendly website, great prices, and renowned next-day delivery service.

IndeJuice was recently awarded the Best Designed Online Retail Site 2022 and has been named the 8th fastest-growing e-commerce company in the UK on Brightpearl's Lightning 50 2021 list.

With its unique business model combined with a passion for effective smoking cessation alternatives, IndeJuice focuses on bringing cutting-edge technology to emerging markets. By harnessing the power of its custom-built technology, IndeJuice seamlessly connects each user to the perfect product amongst its vast portfolio, empowering users to make more informed choices in their quit-smoking journey in pursuit of a healthier and happier life.

For more information on IndeJuice, or if you would like further industry insights, official statements or comments, please email press@indejuice.com

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