

# Intellicig Welcomes Major E-Cigarette Breakthrough in USA

Submitted by: CN Creative

Tuesday, 22 May 2012

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The National Association of Tobacco Organisations Inc. (NATO) is one of the leading organisations fighting anti-tobacco legislation in the USA. NATO is committed to protecting the interests of all tobacco retailers – comprising some 144,000 convenience stores and 14,000 other tobacco outlets in the country.

Yet 60% of the attendees at this year's NATO industry trade show taking place from April 24th-26th at the Paris Hotel & Casino in Las Vegas had told the show organisers in advance that they wanted to know more about the business potential of electronic cigarettes. Intellicig, the UK's foremost producer and supplier of high quality electronic cigarettes (<http://www.intellicig.com>) and nicotine preparations, was there to provide that information to a marketplace hungry for knowledge.

For the first time, some 15 electronic cigarette companies exhibited at the show – including key players NJOY, VaporCorp and Intellicig's distribution partner Intellicig USA.

There was also much discussion of the first move into e-cigarettes (<http://www.intellicig.com/shop/electronic-cigarettes/electronic-cigarette-starter-kit.html>) by one of the 'big three' tobacco manufacturers following the announcement by Lorillard of the acquisition of blu ecigs.

Speaking from the stand, Intellicig USA (<http://usa.intellicig.com>)'s Managing Partner Sherry Cassaw said:

"It was simply a matter of time before one of the tobacco companies made the move to include e-cigarettes in their product line."

She added, " This merger shows tobacco companies are recognizing the future of e-cigarettes and do not want to lose out on the e-cig business. Intellicig is so different from the competition that we welcome the attention the merger will bring to electronic cigarettes."

Intellicig Commercial Manager Tony Sefton added:

"We are delighted to be in Las Vegas supporting our distribution partner in building the brand in the US. Sherry is absolutely right about our differences. Intellicig stands out because of our manufacturing standards and the sheer quality of our ECOpure nicotine liquid (<http://www.intellicig.com/shop/ecopure-e-liquid.html>).

We've already been approached by several senior buyers aware of our reputation for quality. They were even happier when we demonstrated that we are also competitive in price terms. It's a winning combination!"

-ENDS -

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