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PRESS RELEASE

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Tobacco tax modernization law creates new challenges for the industry

VapersCom will open its doors to visitors on 6 and 7 November 2021

With the passing of the Tobacco Tax Modernization Act by the CDU/CSU and SPD coalition, the e-cigarette industry will once again face a major challenge. The reform means that not only conventional cigarettes will be taxed more heavily in the future, also additional taxes will soon be applied on e-cigarette liquids.

Dortmund, 2 July 2021 – As early as the middle of next year, a tobacco tax of 0.16 cents per ml will be applied to nicotine-free and nicotine-containing refill containers. By 2026, the tax will gradually increase to 0.32 cents per ml.

For the industry, this certainly means a new economic and logistical challenge. However, VapersCom offers the ideal platform to inform consumers and potential new customers about the effects of the tax on product variety and changes in the product range at an early stage.

Impact on the consumer

As a result of the tax, vapers will face rising prices for e-liquids. It can also be assumed that individual product categories (such as the so-called "shortfills") will disappear from the market and that instead, ready-to-use 10 ml liquids will become more of a focus.

As one of the few trade shows in the vapor industry, VapersCom 2021 will take place before the introduction of the first tax step on July 1, 2022. The popular consumer fair for e-cigarettes and accessories offers visitors the opportunity to obtain extensive information directly from manufacturers about upcoming effects on existing and future products.

Despite pandemic-related restrictions, a further developed hygiene concept of Messe Dortmund will also enable responsible handling of the current Corona requirements in 2021. Numerous retailers are already looking forward to being able to re-establish direct contact with their customers after a long dry spell, thereby sending out a clear signal. The next **VapersCom** is to be held on 6 and 7 November 2021 at Dortmund Exhibition Centre's indoor facilities.

Further information on VapersCom: www.vaperscom.de/en