



## VAPOR TECHNOLOGY ASSOCIATION

For Immediate Release  
January 27, 2016

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### **INDUSTRY LEADERS JOIN TO LAUNCH VAPOR TECHNOLOGY ASSOCIATION**

*VTA TO BRING FRESH PERSPECTIVE AS LEADING ADVOCATE FOR EMERGING VAPOR TECHNOLOGIES*

WASHINGTON, DC – Today, manufacturers, wholesalers, small business owners and entrepreneurs in the vapor technology industry across the country joined together to launch the [Vapor Technology Association \(VTA\)](#). Bringing a fresh perspective to the industry and the policies that impact it, VTA will serve as the advocate for leaders in the vapor community who not only continue to develop new technologies for the benefit of public health, but also promote small businesses and job growth, responsible public policies and regulations, and a high standard of safety within the industry.

Representing this new perspective and thought leadership in the vapor technology industry, VTA's board will include Ron Tully of Next Generation Labs, Brittani Cushman of Intrepid Brands, Sanjiv Desai of VMR Products, Patricia Kovacevic of Nicopure Labs, Arnaud Dumas de Raully of GaiaTrend USA and George Cassels-Smith of Tobacco Technology Inc.

“The growth of the vapor technology industry provides an opportunity for new jobs in communities across the country while promoting a safer alternative to traditional tobacco products,” said Tony Abboud, VTA's National Legislative Director. “Through our advocacy efforts, VTA and its members will pursue strong industry standards and responsible regulations that protect children and ensure the safety of consumers while aggressively pushing back on any misleading information about our products.”

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VTA's members have worked diligently with members of Congress on both sides of the aisle in support of safeguards for children, including child-resistant packaging and laws preventing sales to minors. And while the U.S. federal government is falling behind the rest of the world in the development of product standards, VTA and its members are ahead of the curve, promoting responsible regulations and strict safety standards here in the United States and abroad.

To learn more about the Vapor Technology Association (VTA), visit [www.vaportechnology.org](http://www.vaportechnology.org) or click here to follow us on [Facebook](#) and [Twitter](#).

*The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a safer alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and a high standard of safety within the industry.*

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