

BLAC LABEL Announces Launch of the VAPEX brand

A Retail Friendly Vaporizer Product Solution

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/EINPresswire.com/ -- Blac Label today announced the launch of an industry game changing product line - [VAPEX](#); Blac Label's brand of the world's first retail and consumer friendly, [all-in-one vaporizer solution](#). VAPEX products are designed to increase ease-of-use built around a simplistic ecosystem for the consumer by eliminating the need for messy bottle refills.

Tobacco industry analysts recently estimated the \$1B+ Vapor segment accounts for approximately 40% of the larger e-cig industry and is experiencing 2x the growth. Electronic cigarette consumers are transitioning away from electronic cigarette look alike (cig-a-like) products in favor of the [increasingly popular vaporizers](#) due to lower cost for consumers, convenience and greater performance. The

VAPEX X1 bundle offers more than double the battery capacity of the leading rechargeable e cig brand and 60%+ greater e-liquid volume.

Retailers have been slow to adopt the vaporizer category of product, as the current solutions were both complicated for consumers to understand and required a hobbyist level knowledge base to use. Currently, these hobbyists have been purchasing their vaporizers or "vape pens" from small independent vape shops.

"Vapor could not find mainstream success in convenience or chain store retailers and Vapex is first to market with a format engineered and designed to specifically address both retailer and consumer needs. We are convinced that vapor is the future of the e cig industry and our Vapex branded product line is the turn-key solution the industry has been waiting for" said Harry Tawil, President of Blac Label.

Each of these patented solutions will be arriving summer 2014.

VAPEX X1 vaporizer bundle will include a 900 mAh battery, a pre-filled 2mL disposable cartridge



Vapex X1

and USB charger for \$19.99. Additional refillable cartridges will be available for purchase as well.

VAPEX X2 vaporizer bundle will include a 1,300 mAh battery, a pre-filled 10mL disposable cartridge and a micro-USB charger.

VAPEX X3 will feature built-in Bluetooth capability and free VAPEX App. The App is capable of tracking puff counts, controlling voltage, calculating user cost savings and features auto-shut down and password protection safety features.

About Blac Label

Blac Label, are a division of Lifeworks Technology Group. Based in New York City, Lifeworks is a leader in the consumer electronics industry, known for managing the iHome brand of electronic accessories and mobility products. Lifeworks maintains vendor relationships with some of the nation's largest retailers including Walmart, CVS and Walgreens.

Purchasing inquiries contact the Blac Label & Vapex sales department at (212)221-1863 ext. 388 or sales@blaclabelcigs.com

Vapex web site to be launched soon!

www.govapex.com

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