

MEDIA INFORMATION

For immediate release

JTI Switzerland launches Logic Compact

Dagmersellen, April 2, 2019 – JTI Switzerland is expanding its range of reduced risk products¹ with a modern alternative. The company is launching Logic Compact – a small, elegant e-cigarette for adult consumers.

With Logic Compact, JTI has developed a compact e-cigarette with a pocket-sized design. This next-generation vaporizer boasts an appealing combination of design, user-friendliness and taste. The shapely e-cigarette is available in three metallic colors: slate gray, steel blue and pink gold. Magnetic pods (replaceable liquid capsules) and a high-performance 350 mAh battery guarantee a consistent and long-lasting vapor volume. Logic Compact is currently available in five flavors: tobacco, menthol, cherry, berry mint and strawberry.

“After its success in the UK, Logic Compact is now also expanding into Switzerland,” says Martyn Griffiths, general manager of JTI Switzerland in Dagmersellen. “We are proud to be able to offer this modern and functional e-cigarette in Switzerland and to meet the rising demand for such products.”

Logic Compact will be available at independent retail stores and kiosks throughout Switzerland and online at logicvapes.ch. The retail price of the device is CHF 30 and refill packs with two pods cost CHF 7.50.

From 2015 to 2020, the Japan Tobacco Group invested USD 2 billion globally in order to further its growth in this segment. JTI is already one of the world’s leading e-cigarette manufacturers with a strong presence in key vaping markets such as the UK, Ireland and France. Logic is available in 13 countries around the world, which account for some 75% of the global e-cigarette business.

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¹ JTI defines reduced risk products as those that have the potential to reduce the risk of smoking.

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Japan Tobacco International (JTI) is a leading international tobacco company with operations in more than 130 countries. Its cigarette brands include Winston, Camel, Benson & Hedges, Mevius and LD. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has been present in the heated tobacco category with Ploom since 2011. Headquartered in Geneva, Switzerland, JTI employs around 45,000 people worldwide and has been awarded Global Top Employer for five consecutive years. The Swiss production and market location, which has approximately 300 employees, is in Dagmersellen in the canton of Lucerne. Additional information at www.jti.com.