



Vapor Couture

NEW  
FINE ELECTRONIC CIGARETTE  
ELECTRONIC CIGARETTE  
FINE ELECTRONIC CIGARETTE

V2 CIGS





V2  
CIGS



Vapor  
COUTURE





VMR delivers a unique opportunity in the form of its fully integrated turnkey Retail Kiosk Program. VMR's kiosk solutions set the standard for speed, convenience and control in retail operations. The turnkey program includes a fully designed custom kiosk, Point-of-Sale (POS) system and auto-replenishment system.

VMR supports its kiosk retailers in every facet of operations and offers full franchisee protections. VMR also delivers the power of the e-cig category's two premium brands—V2 Cigs and Vapor Couture. With more than 6 million monthly visitors, VMR is the only e-cig company that can drive geotargeted online customers to its branded kiosks.



## Category:

{ "E-Cigarettes Are Selling Like Crazy" }  
Business Insider, April 26, 2013

Electronic cigarettes are one of today's hottest retail growth categories. A VMR kiosk affords a ground-level opportunity to establish a firm foothold in the lucrative e-cig category.

- Wells Fargo Financial advisors estimate that e-cig sales will approach \$2 billion by the end of 2013 and surpass \$10 billion by 2017.
- In 2013, traditional brick-and-mortar retail sales of e-cigs will surpass online sales for the first time in the category's history. Despite this shift, VMR's online sales continue to set volume and growth records.
- E-cigs currently represent less than a 1.5% share of the traditional tobacco market place, a clear indicator of the category's tremendous growth potential.



## VMR Products

We came away impressed with VMR's focus on innovation, deep understanding of the consumer and recent partnership with National Tobacco Company.

Bonnie Herzog, Wells Fargo Senior Analyst.

- VMR has experienced 22% compounded growth month over month since January 2012.
- VMR has built the most vertically integrated supply chain in the industry. That gives VMR control over every step of the process, from R&D and manufacturing to distribution and customer service.
- VMR is the only e-cig company in the world that can deliver data distilled from a million e-cig consumers.
- VMR ships over 5,000 orders a day on average to every state and military base in the country.
- VMR is the only e-cig company in the world that offers its customers online access to batch-testing reports for all its products, a lifetime warranty on all electronics and the most advanced customer-service infrastructure in the industry.



## VMR Kiosks

European retail is built on kiosk-style shopping, and VMR has developed one of the most sophisticated kiosk systems available. It's ready-made for success.

Daniella Benasova, Czech Republic Franchisee

VMR assists its kiosk franchisees with the industry's most comprehensive support program, which includes:

- Turnkey custom kiosk design.
- Dedicated Kiosk Support directly for V2 Cigs and Vapor Couture.
- Marketing support complete with all POS signage, messaging, handouts, etc.
- Daily tech support.
- Perpetual-inventory management system.
- Continually upgraded Point-Of-Sale (POS) system.
- Product, kit-building and customer-support training.
- Auto inventory replenishment system.
- Defined territory (i.e., no other e-cig kiosk on same property).
- Listing on V2Cigs.com and VaporCouture.com websites.



To learn more, visit

[www.vmrproducts.com/contact/](http://www.vmrproducts.com/contact/)

or call 800-570-0074.