



**VAPE  
STATION®**  
E-LIQUIDS & ACCESSORIES

+18  
ONLY

E-LIQUIDS CONTAIN NICOTINE WHICH IS A HIGHLY ADDICTIVE SUBSTANCE

RT  
RealTrading

# DISCOVER THE VAPE CATEGORY

Have a  
multi branded  
VapeStation and  
become a destination  
point for your  
customers

Powered by:



What's  
included



Multi-branded vape category | LED display lightbox | Push feeds system  
Staff training | Colour coded POS support | Planograms

Contact us today for more details

T: 0121 782 6400 E: sales@realtrading.co.uk W: www.realtrading.co.uk

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## VapeStation is powered by Real Trading, but who are they?

Real Trading is a family run business which commenced trading in 2011 and was one of the first wholesalers/distributors to work with the number one brand E-Lites. Over the last few years, we have continued to develop the Vape Category with key retailers across the UK by introducing the first to market, VapeStation, a multi-brand category solution.

Our vision and ethos are simple, to work with key retailers and suppliers based on transparency, profitability and continue to deliver excellent customer service and long-term partnerships.

Our customers are at the heart of our business, continued success and future growth. The relationship we have with our customers is based on being able to anticipate what the market wants and then to deliver what is needed.

Convenience, speed, and flexibility are key in today's retail environment. Our strategy to sell multiple products via our category solution, VapeStation, makes it easy for customers to shop with you whenever they want. Vaping is, and always will be, our heartland and we will continue to meet the challenge of this growing market as it continues its growth.

All products supplied for the VapeStation display are invoiced via your respective symbol group.

## VapeStation is a category solution, what does that mean?

Since 2010, vaping has evolved from a simple disposable cigalike product to the more complex market of shortfill e-liquids and high powered devices which has seen the uplift in sales being experienced by online/vape stores and not traditional retail. This is due to the fact that vapers became mature very quickly and are looking to try new flavours, differing strengths and hardware.

As a result of the growth and ever-changing market, Real Trading developed VapeStation with the sole aim of providing traditional retail outlets with an offering that can match the growth in this market and make your store a destination point.

The category is driven by core products such as e-liquids (50/50, High VG, Nic salt and shortfill) and hardware, especially coils are these items are key footfall drivers for any store. The VapeStation display has all the above-mentioned products which cater for all types of vapers, from beginner to experienced, making your store the destination point of choice.

No two stores are the same and bestselling lines will differ from store to store, which is why our sales and exchange program means you will not be left with unsold/slow lines.

### The VapeStation service offer includes:

- Free installation and loaned merchandising equipment\*
- All product displayed on push feed systems
- Multi branded ranges - all sub categories
- Minimum order £75 for free next delivery - orders placed by 2pm Monday to Thursday - Friday orders delivered Monday except bank holidays
- Order via online portal, telephone or email - whichever suits the retailer
- Full range details supplied i.e. barcodes, product description prices etc
- Colour coded point of sale plus promotional point of sale i.e. £3.99 3 for £10
- Staff training at each store - at installation & ongoing as new product lines are introduced
- Telesales (if required) plus monthly store visits
- Ongoing range reviews - remove non/slow selling lines - replace with new and emerging products/categories
- Introduce new products into the range i.e. CBD, Nic salts, Pod systems
- Ongoing product / category support

### The current VapeStation range includes:

- Pod/capsule systems
- 50/50 e-liquids
- High VG e-liquids
- Nic salt e-liquids
- Short fill (zero nicotine) e-liquids
- Cigalike products
- Branded hardware



All stock seen in the pictures is supplied by Real Trading on an ongoing basis as part of the agreement of having a VapeStation display installed

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\* All merchandising equipment, fixtures and fittings are fully owned by Real Trading and will be provided on a non-chargeable LOAN basis to the retailer on the proviso that the retailer continues to purchase products from Real Trading. Real Trading reserve the right to withdraw the VapeStation equipment if the above condition is breached. In the event of a change of ownership of the store, it is the responsibility of the retailer to advise Real Trading so that arrangements can be made with the new owner to continue with VapeStation or collection/removal of the equipment.

# What does the VapeStation display consist of and what will I get from Real Trading?

LED Lightbox  
to draw attention to the display and create theatre instore (back of counter display only)

Merchandising equipment  
push feed system that sits on standard retail shelving and keeps the display looking neat and tidy

Colour Coded  
point of sale depicting differing sub categories with product prompts for further information

**BEST**  
**CATEGORY**  
management  
practise

If you do not have space at the back of counter, you can look to have an open/lockable glass cabinet on the shop floor



**FREE**  
installation\*

VapeStation will make your store a destination point for vapours

Pod/capsule systems

50/50 & Nic salt e-liquids

High VG e-liquids

Multipacks

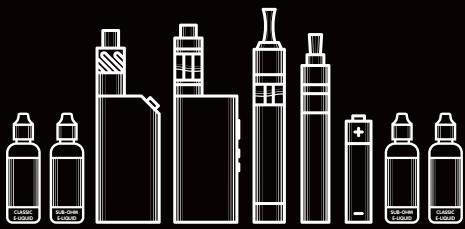
Shortfill zero nicotine e-liquids

Branded hardware

## What size do I need to have?

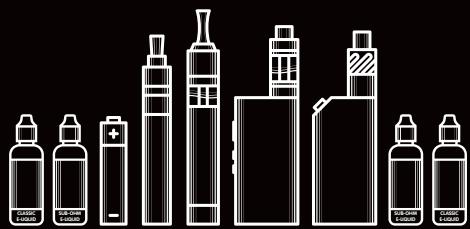
It depends on your store, we recommended a minimum of 800mm to get a good category range, but can offer anything up from 500mm to over a metre. Or you can have a 'shop floor' open or lockable display unit and of course if you want to use the counters we can offer you free standing counter units.





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“

VapeStation have created a unique relationship with me which has allowed me to grow my sales of the products they supply. Nothing is too much trouble, and it's also about the relationship, not just about selling liquids and kits.

**Atul Sodha, Londis, Harefield**

“

VapeStation has been in my store for over 18 months and my range consists of branded hardware and e-liquids. The range has been updated and developed to suit my customer needs and my sales continue to grow on a weekly basis. The VapeStation team are always on hand to help and advise on product queries but especially to advise on legal changes to the category.

**Sunder Sandher, One Stop, Leamington Spa**

“

I have had a VapeStation in my store since Jan 18 and has been so successful, I had to increase the space from 1 meter to 1.5 meters. I now have a branded range and display which is driving my vape sales and I now have regular customers. I have a great relationship with the VapeStation team who will do everything they can to further grow my sales.

**Nik Varsani, Family Shopper, Orpington**

“

I have a VapeStation in 3 of my Premier stores and they work well for me and my customers due to the varied range and customer service from Real Trading. VapeStation offers the top brands in liquids and hardware and the range is refreshed/updated regularly to keep inline with new changes to the market place. I find the team at Real Trading easy to work with and they manage the category for me which allows me to concentrate on other product areas.

**Ranj Hayer, Premier Stores, Weston Super Mare**

“

I have been receiving vape products and devices for over a year now from Real Trading. I find them a very good company to deal with and they are very professional in the way they conduct themselves. From the day I first met them to discuss vapes, they make you feel comfortable, they don't push for too much, they want to work with you and their after support team are very helpful and supportive. VapeStation done properly is a very profitable category to be into, bringing high margins and extra sales but you have to do it properly. I found with Real Trading that they are the best, I now have a VapeStation in all my five stores and sales are growing week on week.

**Bay Bashir, Go Local, Middlesborough**

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