

ANDS joins MEADFA, aims to bring alternative nicotine solutions to region



ANDS has joined MEADFA as a new member in its initiative to bring alternative nicotine solutions to more people in the MEA region

ANDS, a leading company in electronic nicotine delivery solutions and heated tobacco technology, is now a part of the Middle East and Africa Duty Free Association (MEADFA).

Arnaud Piorkowski, Head of Travel Retail & Emerging Markets, ANDS, said, "We are proud to be a corporate member of MEADFA in the alternate nicotine delivery products industry, underscoring our commitment to continue expanding to new markets to grow our existing customer base of adult travelers. We look forward to increasing our reach through working with travel retail operators to professionally launch electronic nicotine delivery solutions."

Jamal Bashir, Managing Director, ANDS, said, "Our membership with MEADFA underlines our commitment to offering adult travelers best-in-class alternative nicotine delivery products while respecting local regulations and adapting to the latest consumer trends. We will continue to support travel retail operators with proper category management and scientifically backed products that are compliant with technical standards and regulations accredited by the best research centers in the world, with the right margins and pricing."

ANDS is committed to the mission of providing adult smokers with alternatives to smoking nicotine. Aligned with its aim to reach 140 million adult smokers in the MENA region, ANDS' products are available across a wide range of markets, duty free shops, and border shops across the MEA region, 1

and is now expanding to have its products available in the EU, UK, and other markets.

"With a diverse, iconic portfolio, accompanied by the core belief that legal-age smokers are entitled to better alternatives, ANDS will be part of the evolution of a new era of a cigarette-free region," reads the press release. "ANDS' vision is to put the safest and most credible Nicotine Delivery Systems within reach of the 144 million adult smokers across the Middle East and Africa, and its mission is to deliver the best-in-class brand distribution, staging, and communication while respecting local regulations - and to continuously adapt to the latest adult consumer trends and technologies in the field."

ANDS recently launched its SENTINEL Program which aims to protect minors and non-smokers from being exposed to or sold these products. The program aims to achieve this by monitoring trade and social media activities, and by managing strict and rigorous product compliance and flavor used to prevent underage use.

