

EFUMA APS CUSTOMER CASE



A reliable name in an uncharted market

The growing popularity of electronic cigarettes, or “e-cigs,” as an alternative to traditional tobacco products has gained the attention of regulatory agencies worldwide. Although rules for so-called vaping products are still in their infancy, businesses in Europe now face requirements for testing e-cig nicotine liquid. Efuma ApS, a leading European wholesaler of high-quality vaping products, saw Eurofins Product Testing as a natural choice for meeting these new legislative challenges.



A rapidly changing industry

Based outside of Copenhagen, Denmark, Efuma supplies e-cig hardware, nicotine base and flavouring liquids to vaping specialty stores in 20 countries across Europe. In the four years since they opened, Efuma has seen the industry grow at an astonishingly rapid pace. Today, manufacturers are eagerly working to keep up with rising customer demand. “When we started, there might be one or two new products in a month. Now we are dealing with ten new products every day,” explains Efuma’s co-founder Jimmy Mortensen.



New rules for testing

That fast growth is reshaping the industry, but so is new legislation. Recent changes to the European Union’s Tobacco Products Directive (TPD) mean that testing for products containing nicotine is now necessary. In addition to setting limits for nicotine concentrations, the Directive requires monitoring and reporting to an EU-wide database in order to better understand the impacts of these relatively new products.

In particular, manufacturers and distributors are expected to test for potentially harmful substances including heavy metals and carcinogenic compounds like nitrosamines and aldehydes. Efuma turned to Eurofins for help in complying with TPD requirements. While e-cigs are a new segment within product testing, Eurofins has an established international reputation as a product tester thanks to decades of experience and an extensive global organization. That reputation represented as an important mark of quality assurance for Efuma. “If the testing has been done by Eurofins, the respective EU and national agencies know the results will be reliable,” says Jimmy Mortensen. “And as a company, we can be sure we’re putting safe, high quality products out on the market.”



*Jimmy Mortensen
Co-founder, Efuma ApS*

With much of the emphasis of the current EU legislation on data collection, the collaboration between Efuma and Eurofins has been a valuable resource for both parties in gathering information on the science behind vaping.

Today, specific e-cig rules still vary greatly between countries, causing confusion throughout the industry. Jimmy Mortensen is hopeful the work Efuma is doing with Eurofins will lead to clearer regulation and better standardization for the rapidly expanding e-cig business.

EUROFINS OFFER

Eurofins Product Testing offers all required tests and evaluations, and we also offer to handle the registration with EU's Central Entry Gate.



Consultancy

- Review of technical documentation and labelling
- Toxicological evaluation of ingredients
- Product registration

Tests

- Nicotine content
- Nicotine doses in use
- Emissions in use



Tests (optional: for control of documentation)

- Screening for prohibited substances
- Purity of ingredients
- Child resistance
- Resistance to manipulation, damage and leakage of liquids

CONTACT

For further information please contact us. We are available to guide our customers on how to meet the new requirements in a cost-efficient manner.

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