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A key milestone towards developing vaping industry standards in South Africa

The vaping association in collaboration with South African Bureau of Standards kicks off process to standardise vaping products.

PRETORIA, SOUTH AFRICA: Vapour Products Association South Africa (VPASA) welcomes the commencement of a process to develop standards for electronic nicotine and non-nicotine delivery systems (ENDS/ENNDS), led by the [South African Bureau of Standards](#).

This is a major milestone for the vaping industry. The development builds on [VPASA's](#) efforts to protect and promote the interests and well-being of vapers. It will also go a long way in protecting consumers and clearly defining safety and quality requirements for producers and importers. The move is crucial, as the industry currently operates within a legislative vacuum. This carries risks for the proliferation of unlicensed, untested, counterfeit and illicit products.

“As the industry, we recognise the importance of having standards in place, not just for consumer interests, but also for product safety and quality as well as for the credibility of the industry to unlock industry growth. We are thrilled about the progress thus far and are certain that the process will give consumers long-awaited assurance,” says Asanda Gcoyi, CEO at VPASA.

This development comes alongside other key initiatives being driven by VPASA, as part of its awareness and education efforts. These include:

- [We Are Not Tobacco \(WANT\)](#) campaign, an initiative aimed at clarifying the differences between vaping products and combustible tobacco (cigarettes).
- [The Youth Access Prevention \(YAP\)](#) campaign, an initiative aimed at ensuring that manufacturers, wholesalers and retailers of e-cigarettes do not sell vapour products to persons under the age of 18.
- [Voice of industry](#), an ongoing initiative to interrogate regulations with the aim to ensure that appropriate industry regulations, consistent compliance and excise are imposed.

“There is still a long road ahead. However, the safety of vaping consumers is of paramount importance. We are confident that the adoption of product standards will go a long way towards guaranteeing this. This is a first step towards building trust between the vaping community and regulators in the quest to institute scientifically grounded regulations for electronic nicotine and non-nicotine delivery systems in South Africa” added Gcoyi.

The [2021 study update](#) by the Public Health England reaffirms the reduction in harm profile from vaping products. There is stronger evidence that nicotine vaping products are effective for smoking cessation. In 2017, over 50,000 smokers stopped smoking with a vaping product who would otherwise have carried on smoking. England continues to see a decrease in

smoking prevalence, currently between 13.8% and 16.0% equating to about 6 to 7 million smokers.

To learn more about this milestone, next steps and progress on regulating vapour products please follow our social media conversations on: [Twitter](#) ; [Facebook](#) and [LinkedIn](#).

About VPASA: The Vapour Products Association of South Africa (VPASA) represents Electronic Vapour Products (EVP) products manufacturers, retailers, and importers. The association serves as the united, official voice of the industry to government, regulators, consumers and the general public.

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