



GINN AND POUCHEX

Uniting the Nicotine Pouch Sector

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Welcome Message from the Global Institute for Novel Nicotine (GINN)

On behalf of the Global Institute for Novel Nicotine, it is a pleasure to welcome all exhibitors, participants, and partners to PouchEX in Sweden.

We warmly congratulate Aytac, Engin and Sera Leyla for bringing this important initiative to life. This Get Together builds on the momentum of our previous gatherings at EVO NXT in Milan this past April and in Dubai this June, continuing to strengthen the dialogue, collaboration, and innovation that drive our shared mission forward.

Events like PouchEX are vital platforms for advancing harm reduction, showcasing product innovation, and fostering the partnerships that will shape the future of our sector.

We also extend our sincere thanks to the sponsors whose support makes this gathering possible: CLEW, CAMO, Chubby Gorilla, PouchDaddy, and Messe Dortmund. Their commitment to collaboration and progress is a testament to the strength of our community.

We look forward to the conversations, connections, and ideas that will emerge here in Sweden, and to building on them together in the months ahead.

Welcome to PouchEX—let's make this another milestone in our collective journey.



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Director

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Welcome to the first PouchEx Stockholm!

We're excited to welcome you to the very first PouchEx, marking the beginning of a new B2B platform for the modern oral products industry.

This event brings together manufacturers, suppliers, brands, and innovators from across the globe to connect, exchange ideas, and explore the latest developments in nicotine, caffeine, and functional pouches.

Our goal is to build a long-term platform that supports collaboration, transparency, and growth within this fast-evolving industry.

PouchEx aims to become the central meeting point where business meets innovation - a place to shape the future of smoke-free and functional oral products together.

PouchEx starts here – but its impact will reach far beyond Stockholm.



More than 800 exhibitors from around the world. International trade visitors. Committed representatives from the most important industry associations. A conference program that brings together high-profile speakers from leading companies, organizations, and research institutions to share their knowledge. Informative and innovative side events that focus on the most pressing topics and offer exclusive platforms for exchange and networking.

This is InterTabac, the world's leading trade fair for the tobacco and nicotine industry. Together with InterSupply, the international trade fair for the manufacture of tobacco products, e-cigarettes, pipes, and hookahs, it transforms the Dortmund exhibition halls into THE meeting place for this diverse industry every year. If you want to learn about the latest trends and innovations, expand your network, and take home the latest insights, you HAVE to be there. Save the date: the next InterTabac will take place from 15 to 17 September 2026!

The wait until then can be shortened quite easily. That's because the dynamic industry of alternative nicotine products – Next Generation Products – will be meeting again in April. On 17 and 18 April 2026, the Czech capital Prague will also become the capital of innovation. That's when the NGP world will come together for the 4th edition of EVO NXT at Forum Karlin. The modern business festival with its roadshow character was launched by Messe Dortmund to provide a unique platform for information and exchange within the NGP industry.

EVO NXT brings together international exhibitors representing the entire spectrum of this innovative industry – from e-cigarettes to heat-not-burn and CBD products to pouches and new alternative methods of nicotine delivery. In addition, there is a high-caliber conference program that allows visitors to dive deep into the most important topics affecting the industry. And all this in a relaxed, colorful festival atmosphere that provides space for stimulating conversations and extensive networking. And this year, for the first time, not only for B2B visitors, but also for B2C visitors.

Stay up to date: All news about the trade shows is available online at www.intertabac.com and www.evonxt.com.

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INNOVATION IS
THE CORNERSTONE
OF CLEW — WE DON'T
JUST FOLLOW TRENDS;
WE SET THEM.

ABOUT THE COMPANY & BRAND MISSION

CLEW is a premium nicotine pouch brand redefining the standards of smoke-free innovation. Produced in cGMP and HACCP-certified facilities, CLEW offers a wide variety of precisely crafted flavours that deliver a smooth, clean, and high-quality experience for adult consumers. Backed by a team with deep global regulatory experience, CLEW stands for Pioneering, Sustainable, and Trusted quality — driving a movement toward mindful, future-ready lifestyles shaped by innovation, excellence, and responsibility.

ACHIEVEMENTS & GLOBAL RECOGNITION

CLEW has earned top honours globally, including the "Best Nicotine Pouch" award at major international forums such as InterTabac (Germany), Vaper Expo UK (United Kingdom), VapeCon South Africa, and the MENA Vape Awards. The brand has also participated in leading trade exhibitions and industry shows across the world, further strengthening its position as a trusted global name in the nicotine pouch category. Recognised as one of the most-awarded nicotine pouch brands worldwide, CLEW continues to define the benchmark for innovation, flavour excellence, and premium quality — trusted by consumers and admired by industry experts across continents.

GLOBAL EXPANSION, SUSTAINABILITY & RESPONSIBILITY

Expanding rapidly across Europe, Africa, the Middle East, and Asia, CLEW is now operational in South Africa, Indonesia, Dubai, the UK, Europe, and the USA — building a loyal global consumer base while setting new standards for quality, safety, and compliance. Each milestone reflects CLEW's deep commitment to sustainability through responsible sourcing, energy-efficient production, and a focused approach to reducing its carbon footprint. Driven by consumer insight and continuous improvement, CLEW continues to evolve its formulations, packaging, and user experience — shaping the next era of responsible, smoke-free living worldwide.

LEADERSHIP & FUTURE VISION

As a frontrunner in the global nicotine pouch industry, CLEW is building the future of the category through innovation, sustainability, and consumer-centric design. The brand is actively advancing biodegradable materials, smart packaging, and next-generation formulations designed for enhanced comfort, flavour, and environmental responsibility. With a forward-looking vision grounded in progress and purpose, CLEW aims to lead the transformation toward cleaner, smarter, and sustainable nicotine experiences — redefining how the world embraces smoke-free living.





Redefining
Energy & Nicotine Pouches



Bold. Refined. 100% Tobacco Free.

As proud sponsors, CAMO SNUS is thrilled to be part of this influential gathering of professionals, innovators, and advocates shaping the future of modern nicotine and energy products.

Discover why CAMO is one of the fastest-growing names in the pouch industry, delivering premium nicotine and energy pouches designed for performance, satisfaction, and style. From powerful flavors to sleek packaging, CAMO represents the evolution of smoke free living through bold innovation, quality ingredients, and refined craftsmanship.

Whether you seek a calm nicotine experience or a clean energy boost, CAMO offers precision-crafted pouches that deliver impact without compromise. Enjoy the event, connect with industry leaders, and experience how CAMO is redefining the next generation of nicotine and energy innovation.

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CHUBBY[®] GORILLA

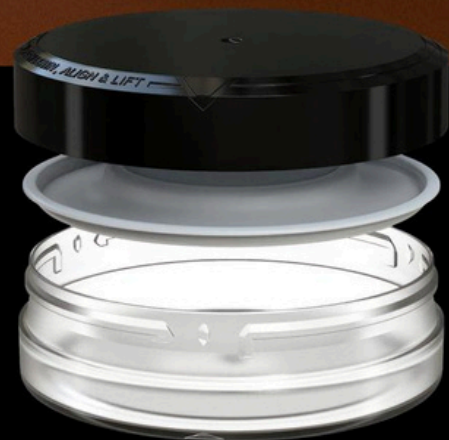
CHILD-RESISTANT PACKAGING

ENGINEERED FOR A PURPOSE[™]

Chubby Gorilla[®] was founded in Southern California with one primary goal in mind: Make great products that people love using.

We have been awarded over **600 patents** and registered designs, and serve over **100 countries** across the globe. These efforts have undoubtedly made **Chubby Gorilla[®]** a market leader in providing child-resistant packaging.

Chubby Gorilla's **X3 Pouch Container**, purpose built for the pouch industry, features a unique **3-way** push down and turn child-resistant closure, and an **integrated liner**. The X3 Pouch Container has put the industry on notice that innovation has no compromise.





Welcome delegates to Sweden and the GINN/PouchEX Get Together! As proud sponsors, PouchDaddy.com is delighted to join this influential gathering of nicotine pouch professionals, advocates, and innovators.

Discover why so many across Europe trust PouchDaddy.com we're your go-to destination for a wide range of high-quality nicotine pouches and tobacco-free snus, with fast EU shipping and unbeatable customer service. Whether you're new to nicotine pouches or seeking the latest products and flavours, PouchDaddy.com offers convenient, effective, and discreet solutions that respect your health and lifestyle.

- 700+ products from leading brands**
- Premium ingredients for a reliable, enjoyable experience
- Fast, friendly service and exclusive offers
- Trustpilot rated "Excellent"

Looking to reduce risks from tobacco or just curious about modern alternatives? Visit pouchdaddy.com and join a community committed to innovation and fair access. Enjoy a successful event, make the connections that matter, and discover how PouchDaddy.com is helping shape the future of nicotine pouches across Europe!

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GREATEST Of All Time

We are the fastest-growing nicotine pouch brand in the Nordics and the best-selling pouch in Finland and that's no coincidence. Greatest was born from a simple idea: this isn't just a pouch it's a statement.

From day one, we've believed a nicotine pouch can be more than a product. It can be an attitude, a feeling, and a way to stand out. Greatest represents the courage to do things differently – without compromise in quality, taste, or style.

We're building a brand that stands for something real. We don't follow trends we set them. Every flavor, every detail, every move reflects what Greatest is all about: power, confidence, and authenticity.

This is more than a brand. It's a movement.
Be the Greatest.



Thank You for Making PouchEX Stockholm & Our Get Together Unforgettable!

Dear Friends and Colleagues,

Thank you for joining us at PouchEX in Stockholm and our GINN Get Together!

Your presence, energy, and engagement made the event truly special.

It's been an incredible journey watching our Get Togethers grow – from the wonderful connections we made in Milan to the inspiring conversations in Dubai, and now the fantastic turnout in Stockholm.

Each event has reinforced what we already know: our community is at its best when we come together to share ideas, experiences, and build lasting relationships.

We're already looking ahead to 2026 with great excitement! Mark your calendars for our upcoming Get Togethers in Prague, Dubai, and Stockholm – and who knows where else we might meet? The success of these gatherings is a testament to all of you, and we're committed to creating even more opportunities to connect around the globe.

Thank you once again for being part of our community and for making every Get Together memorable. We can't wait to see you again next year!

With warm regards and gratitude,

The Team at GINN

