

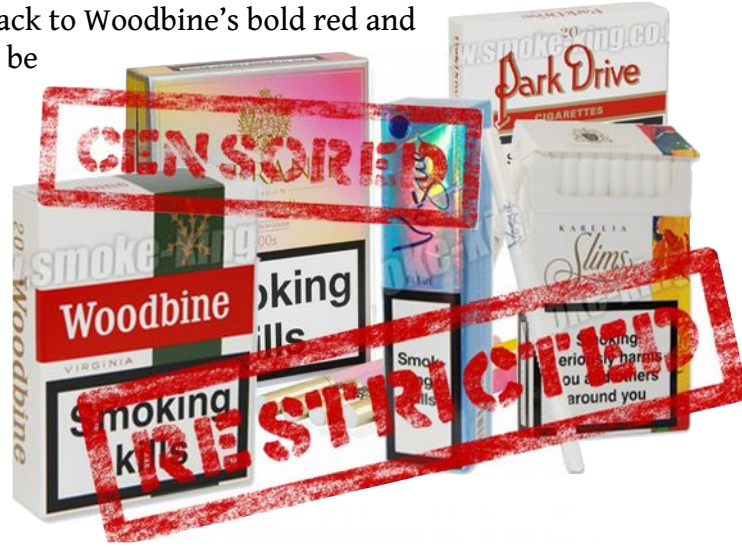
Dear Smoke-King customer,

Our passion has always been to bring you the very best shopping experience while you explore the world of tobacco and all of its rich and wonderful offerings, from the history, the people, products old and new... Unfortunately something that is beyond our control, despite trying to fight against it, has been implemented by our overbearing, nannyng government: **Standardised Packaging Law**.

Our much loved branding, from Vogue's holographic blue pack to Woodbine's bold red and green pack and every recognisable design in between are to be prohibited. Some brands have been forced to end.

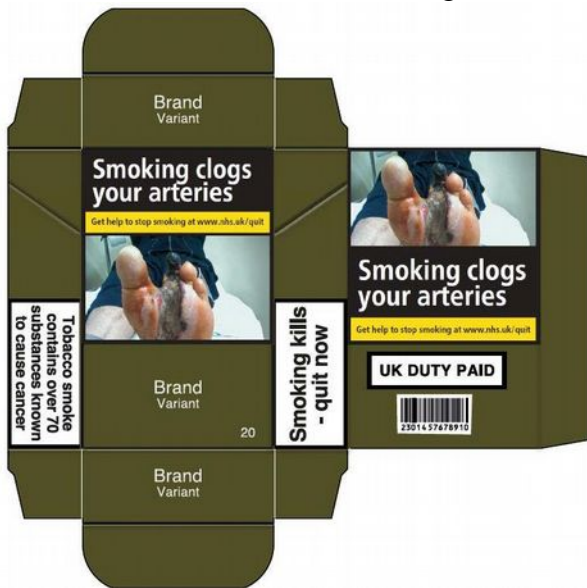
Instead, Standardised packaging, also known as plain packaging is being enforced.

In March 2015 MPs voted for standardised tobacco packaging regulations which was implemented from 20th May 2016 across the UK.



This means that the appearance of all cigarettes, hand rolling packs, pipe tobacco packs and all tobacco leaf containing products will be standardised. This includes:

- The material, size, shape and opening mechanism of packaging;
- The colour of packaging and cigarettes;
- The font, colour, size, case and alignment of text.



Things cigarette packs MUST have:	Things cigarette packs must NOT have:
<ul style="list-style-type: none">external packet colour Pantone 448C (a drab dark brown) with a matt finishcuboid shape (rounded edges allowed)a minimum of 20 cigarettes in each packpacket made of carton or soft materialsmooth surface with no texture or embossingspecified picture and text health warningsUK Duty Paid markcompliance with the general conditions applicable to all tobacco	<ul style="list-style-type: none">any other colours or markingspromotional images or logosinsertsonsertsslim packets (but slim individual cigarette sticks are allowed)indication of flavour of cigarette (e.g. menthol)non-standard noises or smellsfeatures which change after sale

From **21st May 2017** all tobacco products on sale in the UK **MUST** comply with these regulations. Unfortunately, the tobacco industry has been imposed with other restrictions too, so we will no longer be able to offer our own blends or samples of any tobacco for you to try.

If we can take a positive from the plain packaging law, it is that we will open a tin or pouch of every pipe & hand rolling tobacco we sell to keep our picture library up to date. Seize this opportunity to grab a 5g sample of the pipe tobaccos you have always wanted to try but not wanted to risk buying a 50g pouch. Be quick because once the samples have gone, they have gone; we won't be opening the tins or packets again.

We look forward to making the best of these unwelcome changes to the law so that we may continue to provide you with the same wide selection at the most reasonable prices.