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NEWS



World's first smokeless cigarette to be unveiled in Bournemouth

10:30am Tuesday 2nd March 2010

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By Darren Slade »

IT'S the invention pubs and restaurants have been dreaming of – the smokeless cigarette.

A non-carcinogenic alternative to the traditional packet of fags is about to be unveiled in Bournemouth.

The manufacturer claims its invention, the Similar, offers the feel and taste of a cigarette, but without the smoke. And it's not covered by the law forbidding smoking in enclosed public places.

Notar (UK) Ltd will be bringing the Similar to the Hotel and Catering Show at the BIC on March 16-17.

Andrew Wrench, director of the Warrington-based company, said: "Publicans believe the ban has driven customers away. Many of the country's 11 million smokers are believed to have felt marginalised by the ban and simply stayed at home. That loss of custom has contributed to the growing number of pub closures across the country.

"But the arrival of the Similar has had a huge welcome from publicans. They see it as a golden opportunity to welcome back smokers and revive a flagging business sector."

The company says the product was developed in Germany using nano-technology.



NO SMOKE WITHOUT FIRE? The world's first smokeless cigarette is to be unveiled in Bournemouth later this month

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Similar retail in a choice of two flavours for around £6 for a packet of 10 – around the price of 20-30 cigarettes.

They allow smokers to inhale the flavours of tobacco and get a nicotine buzz, but without the tar and the carcinogens, it is claimed.

Unlike electronic cigarettes which have been marketed in recent times, it does not emit any vapour or require batteries and could safely be taken on aeroplanes.

It is being made available in pubs and clubs following a deal with vending machine company the Cherwell Group.

Bryan Ford, sales director with Cherwell, said: "Publicans need to attract people onto their premises if their businesses are to be viable and the availability of a smokeless cigarette that can be 'smoked' on the premises will have a tremendous positive impact on the trade."

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YourEcho

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"...Many of the country's 11 million smokers are believed to have felt marginalised by the ban and simply stayed at home...."

What about the number of non-smokers who ARE now visiting pubs and clubs thanks to the ban. I'm glad this company has invented these devices so that smokers no longer feel discriminated against and they can enjoy their habit without causing harm or discomfort to others. I do wish however that SOME smokers would stop feeling so hard done by this ban."

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EDITOR'S CHOICE

Our property ladder

Like most people of my age I look on in astonishment at spiralling property prices.

The Bournemouth Beer Festival: wrap your tastebuds round this lot

With the Bournemouth Beer Festival fast approaching I thought I'd do a series of articles on the beers that appear on the provisional beer list for the event.

Weathering a perfect storm

THE extent of just how severely local councils will be affected by budget cuts in future is slowly becoming clearer.



Gastric operation helped this woman lose eight stone and get her life back

EVEN for an experienced body builder, lifting 45 kilos of iron in the gym is no mean feat. But this is the same weight Helen Wooldridge has been carrying around with her for nearly 30 years.

The 39 Steps, Lighthouse, Poole

OUR devilishly handsome hero, Richard Hannay, is in a bit of a bind, make no mistake.



Sounds of '80s respoiled

A PASSION for the local music scene in Bournemouth in the early 1980s has prompted Gavin Underhill to rekindle his memories on a new website.

Talbot Avenue? There's no such thing as a dangerous road

THERE is no such thing as a dangerous road. The stretch of tarmac and the road markings

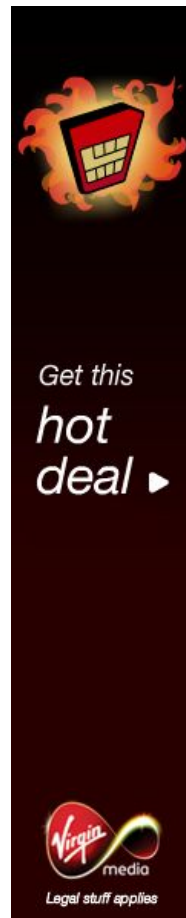


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