

**Media Contact:**

Havas Formula

619-234-0345/ [PAXLabs@HavasFormula.com](mailto:PAXLabs@HavasFormula.com)

## **PAX LABS, INC. CONTINUES GLOBAL EXPANSION OF LEADING VAPORIZER LINE WITH EUROPEAN GROWTH**

*PAX Now Available to France, Holland and Italy*

**San Francisco, CA (December 17, 2015)** – Building upon the recent momentum of its expansion to the UK and Germany, [PAX Labs, Inc.](#), leaders in reinventing the smoking experience with innovative, premium vaporizers, announced today that the PAX 2 will now be available for purchase in France, Holland and Italy. Introduced earlier this year as the most pocketable and premium loose-leaf vaporizer on the market, PAX 2 is available at [PAXvapor.com](http://PAXvapor.com) and coming soon to select local retailers throughout the three countries.

As the first phase of the brand’s aggressive global expansion plan, PAX introduced its most intelligent, superior and high-performance vaporizer, PAX 2, overseas to the UK and Germany in September. Two months later, the company is adding shipping capabilities and product availability to additional countries in order to offer its best-in-class vaporizer to an even larger audience of customers worldwide.

“Kicking off our international expansion in the culturally progressive cities of London and Berlin was just the beginning for PAX, allowing us to lay the groundwork for continued and significant growth,” said Richard Mumby, Chief Marketing Officer of PAX Labs. “As we seek to widen distribution, our strategy is to identify other vibrant markets with the same passion for cutting-edge technology, innovative design and sophisticated style. France, Holland and Italy are natural choices for our next phase as we look to fulfill a void for these consumers who are actively seeking out a product like PAX 2.”

PAX has established itself as the leading premium luxury vaporizer lifestyle brand. In addition to launching a groundbreaking product, the brand has successfully integrated its devices within the fashion, music and art spaces—most recently developing a limited edition device in honor of its partnership with musical powerhouse The Weeknd. While these initiatives, partnerships and activations have mostly taken place in North America thus far, PAX plans to introduce ongoing dynamic, multi-faceted campaigns abroad. To kick off these efforts, the company hosted a launch event in Berlin this month, featuring leading Australian electronic producer duo Flight Facilities.

PAX 2 retails for 259 euros in France, Holland and Italy. PAX 2 is now available in the United States, Canada, the UK, Germany, France, Holland and Italy from its online store [PAXvapor.com](http://PAXvapor.com) and at select retail locations.

### **About PAX Labs, Inc.**

Founded in 2007 by two Stanford Design Program Masters program graduates, PAX Labs was developed with the mission of making beautiful and technologically advanced vapor products for adult smokers. Headquartered in San Francisco, the vaporization technology company is leading the

reinvention of the smoking experience with their innovative, premium vaporizers, PAX 2, the second generation of its popular PAX product line, and JUUL, a game-changing new product in the e-cigarette category and winner of the 2014 International Design Awards. For more information, please visit [www.PAXVapor.com](http://www.PAXVapor.com)

###