

Rebranding – What is it and What is the Fuss?

When reading articles online or visiting forums such as Reddit, you may see reference to some vaporizers as being scornfully referred to as 'rebrands' or "clones". It IS a fact that some vaporizers are similar or even identical to others in terms of construction or appearance. A good example of this is the almost identical vaporizer models: [Sutra 'Mini'](#), Healthy Rips 'Fury 2' and the Hippy 'Rebel'.

So, exactly what is rebranding? Rebranding is the practice of placing a company's logo or brand on an already existing product. Its an efficient way of creating a brand without having to go through the engineering/manufacturing/development process necessary to create a new product. This practise has existed for ever and is commonly used in various industries, vaporizer manufacturing being one of those.

In general, it is often difficult to see any differences between rebranded products apart from packaging. It is not economical for the manufacturers to make major changes to the internals of the vaporizer so any differences in the rebranded vapes will likely be cosmetic: different looking cases, packaging, colours, etc.

Today, roughly 90 percent of the world's e-cigarettes and vaporizers come from Shenzhen, a major city in Guangdong Province, China. The irony of this is that the Chinese themselves are banned from using such devices for cannabis. These manufacturers are very accommodating to their customers and are quite happy to put whatever brand you want onto their products.

Other companies build their own vaporizing products from scratch; these sorts of businesses do not rebrand because they do not need to...their products speak for themselves.

My philosophy is that, when confronted by rebranded products of equal quality, I will choose the brand that offers the best price and extras. Rather than ranting on in the Forums about "I can get the same vape with a different name for \$20 less at store X", go to store X and BUY the darn thing! Reward the company that does the best job of providing their customers with the best products for the best price possible. I would like to think that Soothing Vapours is such a company...we certainly work hard to try to achieve that goal.

Our goal at Soothing Vapours is to demystify the process of selecting the best vaporizer for your particular circumstances and requirements. We will always hunt for the best products (in terms of performance, value, build quality and aesthetics) at the best price we can offer. Our 'staff picks' are all extensively (and happily!) field tested by our family and friends so that we can provide first hand experience in the products that we recommend. And if that should involve a vaporizer that appears elsewhere with a different

name...so what? If it is built well, performs well and provides you with a superior vaping experience for a reasonable price, I would say we have fulfilled our mandate.

Happy vaping, my friend!

U.P.