

# Haypp Group Promotes Safe and High-Quality Regulation of Nicotine Delivery Systems by Making Technical Standard Available

**Through its collaboration with the Swedish Institute for Standards (SIS), Haypp Group has made the technical standard for nicotine pouches, SIS/TS 72:2024, available for public use. This standard, which includes key safety and quality requirements, is now available to stakeholders such as companies, authorities and organisations both in Sweden and internationally.**

This effort is of great importance in the light of the ongoing discussions on the regulation of nicotine products. By making the [SIS/TS 72:2024](#) standard available, Haypp Group is making it easier for policymakers to make informed and well-considered decisions.

"By making this standard available, we enable more people to benefit from the success story of Sweden's low smoking rates. That's why we are calling on regulators in Sweden and other countries around the world to develop regulations in line with the current SIS standard", says Markus Lindblad, Head of Legal & External Affairs at Haypp Group.

Haypp Group urges consultation bodies in Sweden and other countries to consider creating regulations in line with the existing SIS standard.

It is of utmost importance for legislators to put in place a balanced regulation that protects users while inspiring healthier enjoyment.

## Contacts

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### General inquiries

For general inquiries, contact [info@hayppgroup.com](mailto:info@hayppgroup.com).

### Haypp in brief

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*Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking the vision of inspiring healthier enjoyment for millions to a global scale. With eleven e-commerce brands, the Haypp Group is present in seven countries, where we served more than 950,000 active customers in 2023. Haypp Group's e-commerce site collection includes, among others, <https://www.snusbolaget.se/> and <https://www.northerner.com/>.*

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# HAYPP GROUP

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## Attachments

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