

# Every underage sale exposed in the press damages the whole industry



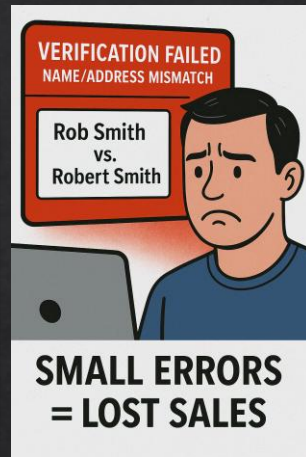
*“For brands like Vape Superstore, it’s not just your stores — it’s every reseller carrying your products. One sting, and it’s your name in the headline.”*

*“Even with AV in place, Trading Standards will test your resilience — one missed check could undo your effort.”*

# Why Vape Superstore Customers Drop Off — Friction in Today's Age Verification



AV step comes **after** checkout → unexpected, jarring, abandoned carts.



Small differences (nickname vs full name, old vs new address) cause auto-check failures.



Migrants, tourists, students with no credit file / electoral roll record often fail instantly.



Customers asked to email ID → orders held or cancelled, refunds issued.

**“Most failures are not underage buyers — they are genuine 18+ customers blocked by fragile verification.”**

# Every delay becomes a public story



- A single failed check or manual ID request shows up in **reviews/forums**.
- One sting = **headline risk** for the whole brand
- Nothing is more damaging than making a loyal adult customer feel distrusted.
- Reputation takes years to build—one miss can undo it.

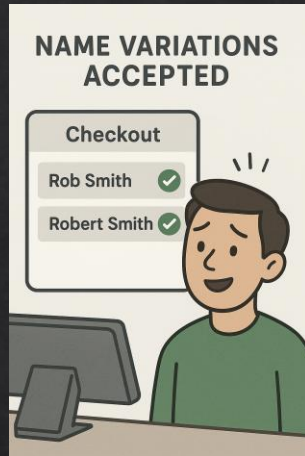
*“Smooth age checks protect not just your compliance, but your customers’ dignity — no embarrassing fails or unnecessary delays.”*



# How Vape Superstore could make Age Verification easy for Customers



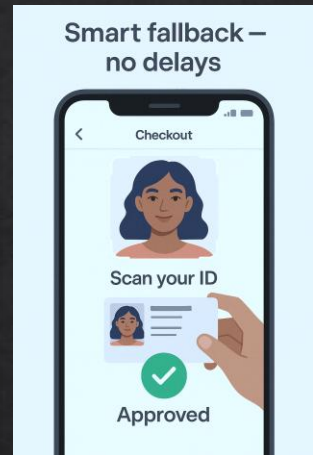
Fast, accurate; eliminates reliance on fragile address/name checks.



Normalizes data (Rob = Robert, old address = new) so genuine customers pass.



No reliance on credit file or electoral roll. Fast ID fallback only if needed



If selfie fails, integrated in-checkout ID scan—not via email

**“Fewer cancellations, fewer complaints, happier customers — without weakening compliance.”**

# Your AV is a start — let's make it visible & robust



- Your current is good— that shows leadership.
- Blocknetica builds on that with **tamper-proof audits, evidence. export, and shared economics** so your spend buys more value.

# “Audit-Proof Protection for You”



*“Every Vape Superstore check is logged in a secure ledger: time, result, action taken. When Trading Standards ask, you can prove compliance instantly.”*

- Every check is automatically recorded in a **secure, tamper-proof ledger**.
- **1-click evidence pack** (CSV + PDF) for Trading Standards.
- No admin overhead→ the system does it **in the background**.
- Proof on demand—no scramble.

👉 When Trading Standards ask: *“Show us your checks,”* you can **prove it instantly**.



# Cost & operational relief

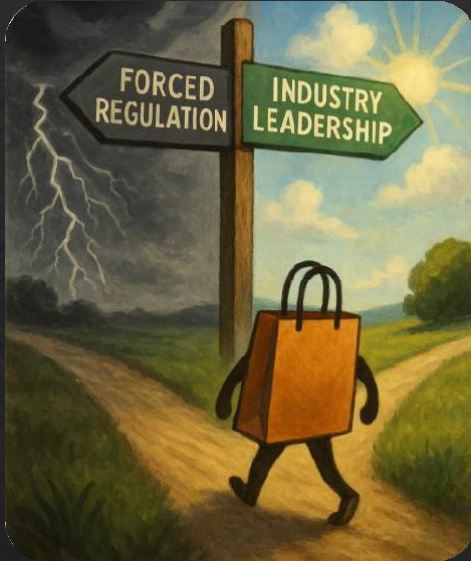


*Why pay for exceptions alone?*

*“Instead of paying alone, Vape Superstore shares verification volume across a pooled network — lowering costs and future-proofing compliance.”*

- Shared verification load = lower per-check cost.
- Fewer support overheads from fallback flows.
- Predictable verification spend + less wasted time.

# Act early. Lead the industry

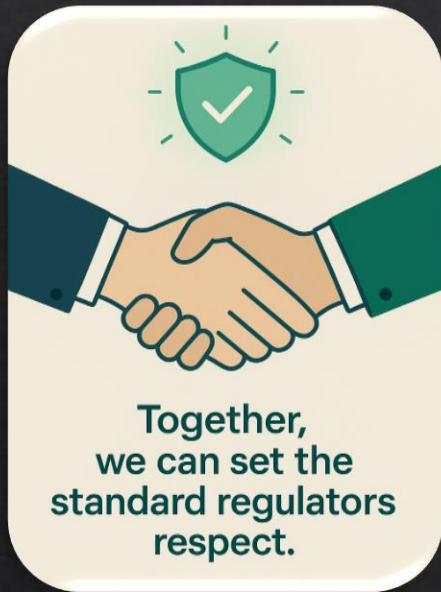


*“If Vape Superstore acts now, you define the standard regulators respect. If you wait, rules will be forced on you. This is the window for leadership.”*

- Early adopters earn recognition — regulators, media, public see you as standard-bearers.
- Wait → **top-down rules** define you.
- Early adoption = reputation insurance + leadership position.



# “Not Replacement — Advancement”



- Keep what works today.
- Add: **pooled economics, frictionless UX, tamper-proof proof.**
- Be the retailer others point to as best practice.

👉 *Together, we can build on what you already have — and make Vape Superstore the standard that regulators respect.*