

Noi's

PRODUCT CATALOGUE

PREMIUM NICOTINE POUCHES

MAKE SOME NOIS
EST. 2019
MAKE SOME NOIS



PREMIUM
QUALITY



FOR MODERN
LIFESTYLES



BOLD FLAVOURS,
SMOOTH EXPERIENCE



MAKE SOME
NOIS

WELCOME TO THE WORLD OF NOIS

NOIS is built for those who move fast and think long-term. We combine **premium product quality** with **sharp brand execution** and **scalable B2B partnerships**.

From ready-to-sell collections to full white label solutions — we help our partners enter and win in the nicotine pouch category with confidence.

WE PROVIDE:

Quality nicotine pouches
White label production
Strategic B2B partnership



MAKE
SOME
NOIS

WHO WE ARE

NOIS is an **international nicotine pouch manufacturer** operating across **65** markets in South America, Africa, Europe, Middle East, Asia and Oceania.

We control the full process — from **product development to manufacturing** and brand strategy — ensuring speed, consistency, and market fit.



OUR PURPOSE

We focus on building long-term partnerships, guided by transparent business ethics and a commitment to sustainable, stable growth.



REASONS TO MAKE SOME NOIS



- ✓ **EU-SOURCED INGREDIENTS**
All ingredients are carefully sourced from trusted European suppliers for consistent quality and transparency.
- ✓ **EUROPEAN QUALITY**
Developed and manufactured using premium ingredients under strict European standards.
- ✓ **STRONG CONSUMER RETENTION**
High repeat purchase rates with 75–80% retention across online retail partners.
- ✓ **HIGHER VALUE PER CAN**
Higher pouch count per can compared to most competitors — increasing perceived value and reseller margins.
- ✓ **PROVEN DEMAND**
A fast-growing brand present in 65+ markets with strong consumer retention.

NOIS IN NUMBERS

Established since

2019

Products

30+

Markets

65+

Consumer retention

75–80%

B2B partners

135

MANUFACTURING POWER

We combine industry veterans with ambitious young professionals to create a **dynamic innovation environment**

1

IN-HOUSE PRODUCTION

Full control from concept to finished product.

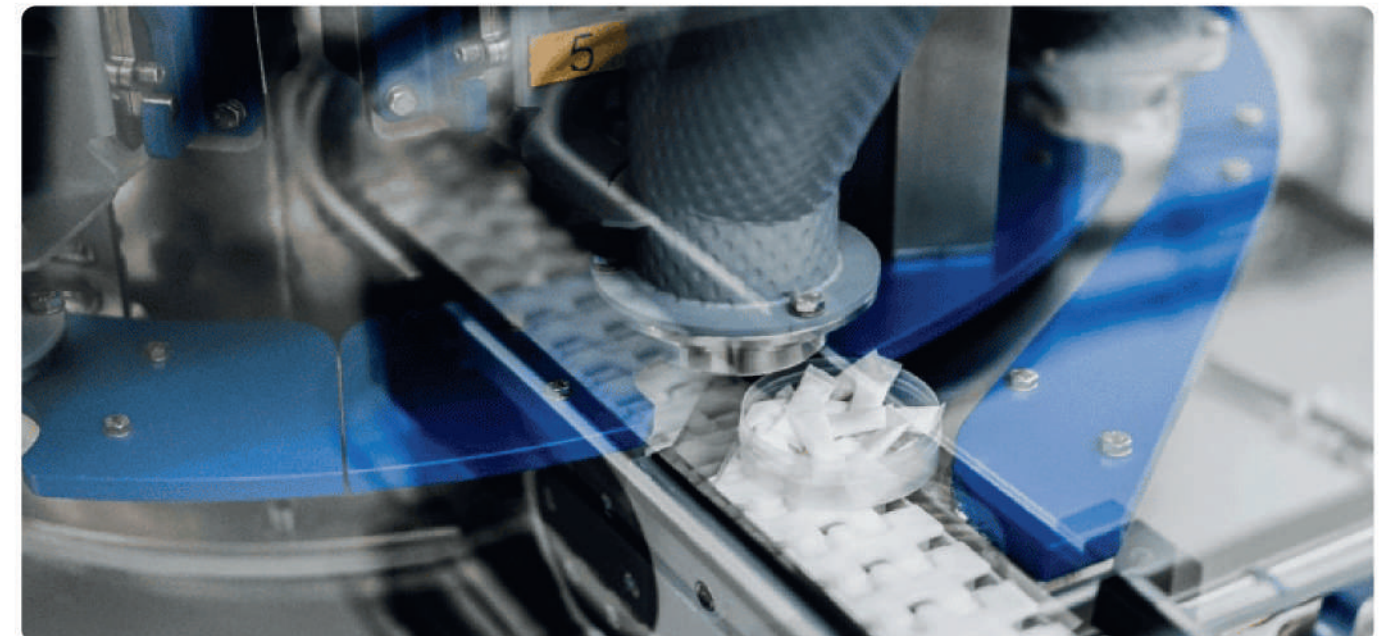
- Flexible production volumes
- Strict quality control systems
- Fast time-to-market execution
- Reliable supply consistency

2

RESEARCH & DEVELOPMENT

Continuous innovation driven by market insight.

- Custom nicotine strengths
- Market-specific product adaptations
- New flavour and format development
- Ongoing product optimisation



PRODUCT PORTFOLIO

Designed for every taste.
Built for every market.

A versatile product portfolio designed to meet different market needs and consumer preferences. From fresh and light profiles to strong and intense experiences — NOIS delivers consistency, quality, and shelf appeal across all segments.

WHITE LINE 12–25 mg/g

A clean and accessible product range designed for broad market appeal. Balanced strengths, fresh flavours, and consistent quality make the White Line an ideal entry point for both new consumers and new markets.



MINT

STRENGTH: 20 mg/g
STRENGTH PER POUCH: 10 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Mint



SPEARMINT

STRENGTH: 20 mg/g
STRENGTH PER POUCH: 10 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Spearmint



EUCALYPT

STRENGTH: 25 mg/g
STRENGTH PER POUCH: 12.5 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Eucalypt



MANGO ICE

STRENGTH: 12 mg/g
STRENGTH PER POUCH: 6 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Mango



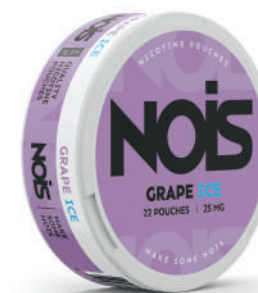
BLUEBERRY ICE

STRENGTH: 16 mg/g
STRENGTH PER POUCH: 8 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Blueberry



BLACKCURRANT ICE

STRENGTH: 16 mg/g
STRENGTH PER POUCH: 8 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Blackcurrant



GRAPE ICE

STRENGTH: 25 mg/g
STRENGTH PER POUCH: 12.5 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Grape



WATERMELON ICE

STRENGTH: 25 mg/g
STRENGTH PER POUCH: 12.5 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Watermelon



CHERRY ICE

STRENGTH: 25 mg/g
STRENGTH PER POUCH: 12.5 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Cherry

- ✓ THE BEST QUALITY EU-SOURCED INGREDIENTS
- ✓ SAFETY AND QUALITY CONTROL
- ✓ SHELF LIFE 12–24 MONTHS
- ✓ PRODUCTION STANDARDS
- ✓ MODERN PACKAGING DESIGN
- ✓ MADE IN THE EU

BLACK LINE

35–50 mg/g

A stronger, more intense range built for experienced users. The Black Line combines higher nicotine strengths with bold flavour delivery — designed to stand out and perform in competitive markets.



COOL STRONG

STRENGTH: 35 mg/g
STRENGTH PER POUCH: 17.5 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Spearmint



EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Mint



COOL STRONG EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 22
POUCH: 0.5 g
TOTAL NET WEIGHT: 11 g
FLAVOUR: Spearmint



MANGO EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Mango



BLUEBERRY EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Blueberry



GRAPE EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Grape



BLACKCURRANT

STRENGTH: 33 mg/g
STRENGTH PER POUCH: 16.5 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Blackcurrant



WATERMELON EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Watermelon



CHERRY EXTREME

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 25 mg
FORMAT: Slim
POUCHES IN CAN: 27
POUCH: 0.5 g
TOTAL NET WEIGHT: 13.5 g
FLAVOUR: Cherry



- ✓ THE BEST QUALITY EU-SOURCED INGREDIENTS
- ✓ SAFETY AND QUALITY CONTROL
- ✓ SHELF LIFE 12–24 MONTHS
- ✓ PRODUCTION STANDARDS
- ✓ MODERN PACKAGING DESIGN
- ✓ MADE IN THE EU

MINI LINE

35–55 mg/g

Compact format, strong experience. The Mini range delivers high performance in a smaller pouch — ideal for consumers looking for discretion without compromise.



COOL STRONG MINI

STRENGTH: 35 mg/g
STRENGTH PER POUCH: 10.5 mg
FORMAT: Mini
POUCHES IN CAN: 33
POUCH: 0.3 g
TOTAL NET WEIGHT: 10 g
FLAVOUR: Spearmint



EXTREME MINI

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 15 mg
FORMAT: Mini
POUCHES IN CAN: 33
POUCH: 0.3 g
TOTAL NET WEIGHT: 10 g
FLAVOUR: Mint



BLUEBERRY MINI

STRENGTH: 50 mg/g
STRENGTH PER POUCH: 15 mg
FORMAT: Mini
POUCHES IN CAN: 33
POUCH: 0.3 g
TOTAL NET WEIGHT: 10 g
FLAVOUR: Blueberry



CHERRY MINI

STRENGTH: 55 mg/g
STRENGTH PER POUCH: 16.5 mg
FORMAT: Mini
POUCHES IN CAN: 33
POUCH: 0.3 g
TOTAL NET WEIGHT: 10 g
FLAVOUR: Cherry

4MG LINE

8 mg/g

Light strength, maximum accessibility. Designed for entry-level users and broader audiences, the 4MG line offers smooth flavour profiles with a balanced nicotine experience.



COOL STRONG 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Spearmint



EXTREME 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Mint



BLUEBERRY ICE 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Blueberry



MANGO ICE 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Mango



WINTERGREEN 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Wintergreen



CHERRY ICE 4MG

STRENGTH: 8 mg/g
STRENGTH PER POUCH: 4 mg
FORMAT: Slim
POUCHES IN CAN: 30
POUCH: 0.5 g
TOTAL NET WEIGHT: 15 g
FLAVOUR: Cherry

WHITE LABEL SOLUTIONS

We don't just manufacture products — **we build brands.**

Our white label solutions are designed for partners who want to move fast, scale confidently, and stand out in a competitive category.

From ready-to-launch concepts to fully customised product development, we provide the structure, expertise, and flexibility to bring your vision to market — efficiently and without unnecessary complexity.

We don't just supply products — **we help build competitive brands.**



1

PLUG & PLAY WHITE LABEL

Launch quickly with ready-made solutions.

Ideal for fast market entry with minimal setup and proven product concepts.

- Pre-developed packaging concepts
- Ready production lines
- Fast market entry
- Simple brand integration

2

CUSTOM WHITE LABEL

Tailored brand development with strategic input.

Designed for partners who want to build a differentiated brand with clear positioning.

- Unique brand identity
- Market-driven packaging design
- Strategic positioning support
- In-house creative execution

3

FULL PRODUCT DEVELOPMENT

From idea to fully built brand.

A complete end-to-end solution for creating a distinctive product and brand presence.

- Custom flavours and strengths
- Unique product concepts
- Full brand creation support
- End-to-end development process

STRATEGIC B2B PARTNERSHIP

We position ourselves as a **long-term strategic partner** — not just a supplier.

Our goal is to help you grow sustainably, enter new markets, and build a strong position in your category.

Partnership value

1

Stable in-house production

Full control over production ensures consistent quality, reliable output, and long-term supply security.

2

Reliable logistics and export expertise

Proven international shipping processes with experience across multiple markets and regulatory environments.

3

Marketing and brand support

Ready-to-use assets, campaign support, and brand guidance to help you sell faster and scale efficiently.

4

Market adaptation consulting

We help tailor product, positioning, and assortment to match local market demand and consumer behaviour.

5

Launch support and packaging solutions

From concept to shelf — we support your launch with packaging, product setup, and go-to-market guidance.

6

Flexible scaling as you grow

Production and supply adapt to your growth — from first order to high-volume expansion without friction.

Why We Evolved Our Brand

- ✓ To stay competitive in a fast-moving category
- ✓ To scale globally with consistency
- ✓ To build stronger partner value
- ✓ To support our partners at a higher level

MARKETING & PR POWER

We build brands that move.

NOIS combines strong visual identity, digital presence, and market-driven campaigns to create demand and support partner sales.

1

Building global brand consistency

Strong identity and positioning across all markets.

2

Adapting strategy to local markets

Flexible messaging and creative tailored to regional needs.

3

Supporting partner campaigns

Ready-to-use assets and collaboration on local activations.

Global reach

65+ markets

Active campaigns:

200+ in key regions

Partner growth

100 markets by 2027

NOIS COMMUNITY

An engaged and continuously growing audience that actively interacts with the brand across digital and physical touchpoints.

Through consistent presence and content, NOIS creates recognition that supports partner sales and market entry. For partners, this means **faster recognition and easier market entry.**

A brand people recognise, engage with, and actively choose.

NOIS RACING

We support emerging international racing talents — building visibility, credibility, and global brand presence.



THE COMMUNITY IS GROWING AND EVOLVING.

For our partners, this means:

- ✓ Built-in brand recognition
- ✓ Faster international scaling
- ✓ Organic visibility
- ✓ Easier market activation

OUR TEAM

A team combining industry experience with modern execution.
We bring together manufacturing expertise, brand thinking, and strategic marketing to deliver results.

OUR TEAM COMBINES:

- ✓ Industry-experienced professionals
- ✓ Young and innovative specialists
- ✓ Manufacturing experts
- ✓ Strategic marketing minds



OUR VISION

5-YEAR VISION

- ✓ **Expanded global footprint**
Entering new markets with strong local partners.
- ✓ **Increased production capacity**
Scaling output to meet growing demand.
- ✓ **Stronger brand recognition**
Building a consistent and recognisable global brand.

10-YEAR VISION

- ✓ **Among leading global nicotine pouch brands**
Positioning within the top global players.
- ✓ **Continuous product innovation**
Developing new formats, flavours, and performance.
- ✓ **Diversified product portfolio**
Expanding into new segments and use cases.

WHY NOIS?

WE PROVIDE:

Own production
Global presence
Strong R&D capability
White label flexibility
Marketing support
Reliable logistics
Long-term partnership

NEW PARTNERS RECEIVE:

Product samples
Marketing materials
Launch support
White label solutions
Logistics framework
Strategic consultation



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