

# Jeff Stamler

Trinity, Florida



Nicopure Labs

## *Learn about Florida Entrepreneur Jeff Stamler:*

Jeff Stamler, co-founder of Nicopure Labs, has been an entrepreneur since he was 10 years old, and it was his entrepreneurial spirit that helped him evolve from an employee to founder when he discovered the e-cigarette industry. "My brother-in-law is an ex-smoker and an engineer," Stamler said. "When his co-worker returned from China in 2008 with an electronic cigarette, it fascinated him. We recognized the opportunity we had and ran with it."

Nicopure Labs has since grown to more than 140 employees with offices internationally and distributing to over 90 countries. It is an industry leader in high quality, American-made e-liquid and vaping devices. "When you look at our industry, quality isn't talked about a lot which is a shame, and that's really our goal and mission as a company," Stamler said. "We're one of a few responsible e-liquid manufacturers out

there. Our foundation as a company revolves around our commitment to making our products as safe as we can."

In an effort to continue exceeding quality standards, Nicopure Labs is investing heavily into their production facility. "We recently constructed a 10,000 sq. ft. ISO7 cleanroom which represents a \$4 million investment even before the equipment is installed," Stamler said. "With our state-of-the-art facility, there is now a clear line in the sand as to what sets us apart from everyone else."

Stamler's advice to aspiring entrepreneurs is to make common sense decisions. "We made very few mistakes because we take a common sense approach to decision making," he said. "It's easy to get pulled into something that sounds amazing on the outside, but it's important to step back and use a common sense approach when evaluating something. If it's too good to be true, then it probably is. It's also important to dream big, but you have to find that balance."

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