



Company Profile



The FIRST
electronic cigarette in Italy

SMOKE

ANOTHER WORLD

The revolutionary business that 7 years ago first changed the world of traditional cigarettes in Italy today is an established reality, based on thorough knowledge of the market and constant pursuit for the most advanced solutions.

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"Ours is an all-Italian story made of enthusiasm, dedication and a touch of folly. In the face of scepticism, we have always believed and continue to believe that everything that can be imagined can be turned into reality."

FILIPPO RICCIO, CEO

A history based on values,
a present that is constantly growing.

Our Company

Smooke Another World, a trademark owned by Dyprintech Srl, was born from a simple but brilliant idea: to satisfy the tastes and needs of smokers and other potential customers in total safety. Thanks to its constant growth and investment in Italy, today it is located in modern headquarters that include research, production, quality control, logistics, customer service and marketing.

It is a world conceived to provide the highest guarantees to consumers, offering them the choice of countless certified products that can meet any need and requirement. Smooke is more than a just a product, it is a way of experiencing vaping and taste, under the guidance of qualified staff that can offer customers personalized assistance. All products are distributed exclusively in Smooke Stores: a choice based on quality and absolute professionalism.



Collaboration and looking to the future

Our Team


Smooke is not just a known and recognized brand; it is a team of people who were the first to believe in change and invest time and money in a new and risky sector. Professionalism and skill: the passion and curiosity that drives everyone working in the company is what has always kept it on the cutting edge and in step with the needs of a constantly evolving market. This team has grown over the years and built on experience in way that today makes it a benchmark for the whole sector.

Exclusivity and assistance

Smooke Store

The more than 100 retail outlets throughout Italy are designed to be perfectly recognizable and identifiable. This is because our daily mission is to guarantee - wherever you find the Smooke trademark - not just safe products of the highest quality, but also the advice of professionals who can help you to find the best solution to match your needs and personal taste.





75.000

LOYALTY CUSTOMERS

Come and join those who have already chosen us as an alternative to traditional cigarettes.

100

SMOOKE STORES

A guarantee of assistance, professionalism and widespread presence throughout Italy.

541

ITEMS

Countless options to discover and combine, to the satisfaction of even the most demanding palates!

145

CERTIFIED E-LIQUIDS

Countless options to discover and combine, to the satisfaction of even the most demanding palates!

Our strength

Our Products

Smooke is a complete, constantly evolving range of products and accessories to be discovered. The customizable colours, very high performance, countless tastes and innovative design will transport you to Another World of electronic cigarette experience.

Smooke faces every challenge of total product manufacturing, from the selection of the fragrances to production and full service, by applying its many years of experience in order to lower costs and reduce time to market. From logistics to quality control, from industrialization of recipes to packaging techniques, every aspect is managed internally in a dynamic way.

Design and performance

E-Cig



NOIR

The first monobloc e-cig that guarantees long battery life and customizable vaping.



NOIR XL

A revolutionary product which despite its small size and tapered shape offers the same performance as the more powerful big batteries.



WAVE

Original and unique in its kind for a maximum-power vape. With safety lock, temperature protection function and display.



BEAT

Big Battery in glass and stainless steel, designed to withstand the heaviest smokers' stress test!



808

The most faithful reproduction of the traditional cigarette in terms of design at a very affordable price.



Countless choices

E-Liquid

Smooke is a complete and constantly evolving range of products and accessories to be discovered.
The customizable colours, very high performance, countless tastes



NEUTRALS

A wide range of neutral e-liquids available in 5 nicotine strengths to customize with your favourite fragrances.
In addition to Still there is also Cloud, a neutral base without nicotine offering more abundant and generous vapour.



DR. BACH RECIPES

Floral blend with a neutral flavour inspired by Dr. Bach's therapeutic recipes. Perfect for getting a burst of energy or for relaxing at the end of a long day.



PREMIXED

A wide range of blends designed to balance flavours and satisfy all tastes.
From the more traditional flavours to the tastiest ones, from tobaccos to fruity blends and creams, all e-liquids are available in different nicotine strengths.



BUBBLY FRAGRANCES

A true explosion of flavour. The fragrances can be blended with the neutral e-liquids (alone or with other Bubbly fragrances) to create a personalized recipe, but they can also be used with tobaccos or other tasty premixed blends to obtain a unique flavour!





Italian flavour
and certified products.

Made in Italy

Located just to the north of the city of Turin, only 10km from the international airport at Caselle, Dyprintech is a strong industrial partner, capable of combining the rigour of a high-quality manufacturing protocol with the flexibility that the market needs today: rapid production times, varying lots sizes, streamlined supply chain and a complete range of products, in constant growth and evolution, that can meet every kind of requirement.

With a production capacity of over 5,000 pieces an hour and 100% Italian, internal production of all e-liquids, Dyprintech can undoubtedly boast the highest production yield while at the same time complying with the strictest safety standards.



Safety and health above all else.

Certifications

Every Smooke product comes with a safety data sheet that proves the company's attention to the selection of raw materials, the different components and the production processes.

Accurate and rigorous quality controls guarantee full compliance with the strict European legislation regulating certification and laboratory analysis.

The exclusive use of propylene glycol, plant glycerol, deionised water and nicotine, the choice of using fragrances from safe companies, and the careful formulation activities carried out in the internal chemical laboratory, make Dyprintech the most advanced and complete Italian production facility dedicated to e-liquids for e-cigs.

The FIRST electronic cigarette in Italy

SMOOKE

ANOTHER WORLD

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