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Ministerie van Volksgezondheid, Welzijn en Sport

Tenowo GmbH

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Dear Sir or Madame,

Tenowo is a manufacturer with global presence of technical nonwovens used in a broad range of industrial and consumer applications across various industries.

As a sub-supplier in the supply chain of SNUS pouches, Nicotine pouches and Nicotine-free pouch products we can't follow and don't understand the current idea of Netherlands.

Scandinavian countries have decades of experience, Sweden as leading country, with smoke – free alternates as well as studies which underline the reduced harm compared to smoking products. It is understandable that regulations of the products should be done on a general way, but a total ban is working against reduction of smoking and harm reduction, because of a lack of alternate products to make the way out for smokers easier. The ban or heavy regulation as thoughts of Netherlands are actually contradicting against Netherlands open drug policy. Furthermore, Sweden as part of European Union has regulated, classified and legalized the nicotine pouches.

We as a company, our partners / customers / suppliers have decided to invest in products and their growth, due to the reduced risk to the health for consumers. Additionally worldwide developments against the smoking and the growth of smoke-free products strengthened our decision to further invest into the market and create workplace and jobs.

We strongly recommend the politicians of Netherlands to quit the idea of a ban.

Please contact us if you need more information or have any further questions.

Best regards,
Tenowo GmbH


Salvatore Musso
CEO Tenowo Group


i.V. Werner Schurr
Sales Director