



ATT. Helse-Og Omsorgsdepartementet

Dear Ministry for Health and Care Services,

June 19, 2007

I understand that you have proposed a ban on the public display of tobacco and all tobacco related products at the point pf sale. This proposed ban, would have serious consequences on our company, and local partners. To list just a few of them.

1. Our lighter under the brand name GS 1 or No. 1 lighter in Norway, is the leader on the market in Norway. In 2006, our local Norwegian distributor sold approximately 4,500,000 lighters. We are a small French company, and any drop in our business would seriously hurt the health of our company, and therefore jobs.
2. Our distributor in Norway, which is an old and highly respected Norwegian company would also suffer greatly in the drop of sales of our lighter. Some people would probably lose their jobs because of it.
3. The Norwegian consumer would suffer. Our lighter is known around the world as the best and highest quality disposable lighter in the world. The Norwegians appreciate this lighter which is the safest on the market. If lighters are stored only under the counter, then when the customer enters the shop, instead of grabbing a reliable GS 1 lighter, they will simply say "give me a lighter". In this case, the shop will only keep the lowest cost lighter coming from Asia, and will continue to charge the consumer the same amount, in order to profit from the newly proposed ruling. So, the customer will pay the same amount for the lighter, yet in return they will receive an inferior and potentially very dangerous product. This is quite serious.
4. The consumer will have a smaller selection to choose from. As the lighters will be unseen, there will be no incentive for the shop owner to carry a selection of lighters. Less choice for the consumer equals higher prices for the consumer.
5. Our product, is not only used for smoking, but it is used in a variety of ways as well, such as to light candles, fireplace, barbecue, gas stoves and ovens. This would make it more difficult for the consumer to buy one of their necessities. It would not be fair, to punish this product and the consumer, due to the fact that one of its many uses is for smoking.

I hope that you will take all of these points into consideration.

Thanking you in advance,

**DJEEP S.A.** au capital de 960 000 EUR

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Scott Ivins

President  
Djeep Lighters

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