

# BUSINESS

Jason Schwager, owner  
of The Digital Smoker,  
shows off his new  
location on Guelph St.  
in Georgetown.

Photo by  
Eamonn Maher



## The Digital Smoker opens in Georgetown

By Jason Schwager  
The Digital Smoker

By now, you've probably heard about e-cigarettes, but you're not sure what to make of them. And that's exactly why we started The Digital Smoker. To educate and support smokers who want to get poisonous tobacco out of their lives. Smoker or non-smoker, you probably know someone who needs to quit, and there's a lot of conflicting information out there that makes it hard to know where to start with any degree of confidence.

At The Digital Smoker, we get it. We're all former smokers who made the transition, and now we teach others about the world of vaping. Our friendly, knowledgeable staff is always ready to sit and spend the time with anyone who wants to learn, whether you're a smoker or the friend/relative/wife/husband of a smoker who just wants to know the benefits.

Our first store opened in Port Credit in July 2014, and we recently opened our second store

in Georgetown at 158 Guelph St. in July of this year. Our warm and inviting stores have lounges for you to sit and sample any of our 200-plus flavours and we're always happy to recommend something.

Our customers have had tremendous success in ridding tobacco from their lives because they receive proper training, can ask as many questions as needed, and they know they have after-sale support when and if they ever need help. We take customer service very seriously and that's probably why The Digital Smoker was voted one of the top 3 vape shops in Ontario.

We're also here to provide the truth about vaping. And the truth is that every legitimate, peer-reviewed study has found vaping to be a safer alternative, including a recent study from the British government that concluded vaping to be at least 95% less harmful than smoking.

We're trying to save the 40,000 Canadians who die from smoking every year, one smoker at a time.

Have any questions? Go to [www.thedigitalsmoker.ca](http://www.thedigitalsmoker.ca).



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