

APPLICANT: EV Innovations

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WEB: <http://www.evinnovations.com/>

Recent electronic consumer product innovations are in the area of electric scooters, electric bikes, and electronic cigarettes. The Brands fueling these innovations are small to medium-sized business like Razor, EZip, Blu cig, and Safe Cig. What these products have in common is that they are battery operated and target a very large consumer market. While the scooters and bikes target the outdoor audience as an alternative transportation vehicle, electronic cigarettes are offered to smokers as an alternative to tobacco.

The most popular brands of electric scooters are Razor, IZip, and EZip. Currie Technologies, Inc owns and operates EZIP and IZIP and the two brands share many of the same components and design features. The EZIP scooters are basic and developed as low cost models for mass distribution at large retailers and department stores. Razor has award-winning products which are influenced by its Southern California home. Razor products are rooted in popular action sports.

The best electronic cigarette brands are those that strictly control and enforce the quality of their cigarette product and production facilities. There are also many so-called OCM electronic cigarette brands which buy cheap wholesale from China and simply put their brand logo on the product. Some of the better and more popular brands are Blu cig and Safe Cig.

One of the challenges both electric razor manufacturers and electronic cigarette companies face is the quality of the batteries because a better battery life will lead to a better customer experience.

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