

HYLA Activates E-Commerce Platform, Expanding Nationwide Access to High-Margin Nicotine-Free Alternatives

Nov 19, 2024 04:47 AM ET

Source: Endexx Corporation

Revolutionizing Direct-to-Consumer Sales in the Booming \$100 Billion Alternatives Market

CAVE CREEK, AZ – November 19, 2024 – Endexx Corporation ([OTC: EDXC](#)), the parent company of HYL A, is excited to announce the launch of HYL A's e-commerce platform, marking a transformative milestone for the company and the nicotine-free market. Consumers in all 50 states can now purchase HYL A's innovative plant-based, botanical vape products directly online, providing unparalleled convenience and access.

With higher margins and scalability unmatched by traditional wholesale, [HYL A's e-commerce platform](#) positions the company to significantly enhance its bottom line starting in 2025. This direct-to-consumer channel opens the door to rapid growth, enabling HYL A to expand its customer base and build lasting shareholder value.

The global e-cigarette and vape market, valued at \$28.17 billion in 2023, is projected to exceed \$320 billion by 2032, growing at a compound annual growth rate (CAGR) of 30.6%. Within this market, the nicotine-free alternatives segment is expanding at a faster 34% CAGR, driven by consumer demand for sustainable, plant-based products. HYL A's entry into e-commerce taps directly into this high-growth opportunity.

E-Commerce: A Cornerstone of HYL A's Growth Strategy

E-commerce is a game-changer for HYL A, offering significantly higher margins compared to wholesale operations. By selling directly to consumers, HYL A not only increases profitability but also strengthens its competitive edge in a rapidly growing market.

"Our wholesale operations have already grown into seven-figure revenue territory, and we anticipate similar rapid growth from e-commerce sales, which deliver significantly higher margins," said Brad Listermann, CEO of Endexx Corporation. "The activation of our e-commerce platform marks a pivotal moment, with our products now available in all 50 states. This platform is not just a sales channel—

it's a cornerstone of our long-term growth strategy."

A Nationwide Opportunity

The launch of [HYLA's e-commerce platform](#) expands the company's reach to all 50 states, unlocking access to millions of potential customers. This milestone builds on HYLA's proven wholesale success, including \$350,000 in orders to Dubai and \$414,000 to Italy, demonstrating the scalability of its operations both domestically and internationally.

What Sets HYLA Apart

HYLA's plant-based vape products feature botanical formulations that provide a refreshing, nicotine-free alternative to traditional vape options. The company's commitment to quality, sustainability, and regulatory compliance ensures that its products align with evolving consumer preferences and industry standards.

Future Growth and Product Expansion

In addition to its current portfolio, HYLA is planning to launch botanical-based nicotine-free pouches as part of its expansion strategy. While details will be shared in a future release, these innovative products reflect HYLA's ongoing commitment to diversifying its offerings and meeting consumer demand.

Strategic Marketing Partnership with Storia

To amplify the success of its e-commerce platform, HYLA has partnered with [Storia](#), a renowned marketing firm celebrated for its AI-driven campaigns and data-driven performance strategies. Storia utilizes platforms like Google, Meta, Shopify, Tableau, and Mailchimp to deliver impactful campaigns that drive growth. This partnership ensures HYLA's message reaches its target audience effectively, enhancing its presence in the direct-to-consumer market.

Commitment to Compliance and Innovation

HYLA remains steadfast in its commitment to regulatory compliance, ensuring that its products meet the highest standards of quality and safety. This dedication reinforces HYLA's reputation as a trusted leader in the nicotine-free alternatives market.

About Storia

Storia is a leading marketing firm renowned for its innovative, results-driven strategies and AI-powered performance media solutions. Utilizing platforms like Google, Meta, Shopify, Tableau, and Mailchimp, Storia designs impactful campaigns that help brands achieve meaningful growth. For more information, visit www.wearestoria.com. And, onar.com

About Endexx Corporation

Endexx Corporation, through its flagship subsidiary HYL A, develops and distributes innovative nicotine-free products. HYL A's portfolio of botanical-based vape

products is designed to meet the needs of today's consumers seeking alternatives to traditional nicotine products. With a robust e-commerce strategy and an established wholesale distribution network, HYL A is positioned to drive sustainable growth and leadership in the nicotine-free market. More at: [Endexx.com](https://endexx.com) and tryhyla.com

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations and involve risks and uncertainties that could cause actual results to differ materially. Factors that could cause or contribute to such differences include but are not limited to, those discussed in the company's filings with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. The company undertakes no obligation to update or revise any forward-looking statements, whether because of new information, future events, or otherwise.

Call to Action

Discover how HYL A is transforming the nicotine-free market. Explore HYL A's innovative botanical vape products and shop now at <http://www.hyladistribution.com>.