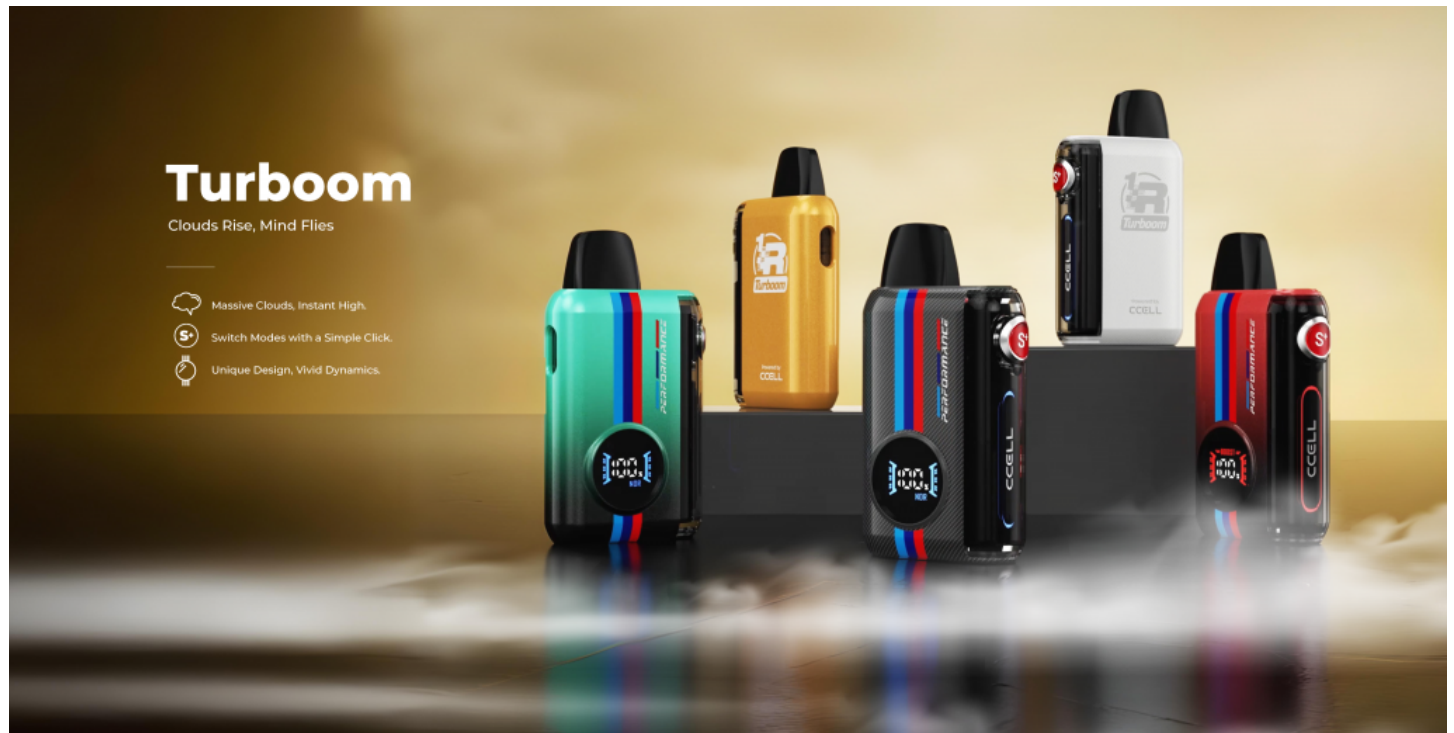


CCELL® Reimagines the Future with Bold Innovation and a Brand Reinvention

Company leads a seismic shift in hardware—championing disposables, accelerating R&D, and transforming from legacy supplier to cutting-edge collaborator.



Los Angeles, California Jun 8, 2025 ([IssueWire.com](https://www.issuewire.com)) - CCELL®, a global leader in atomization technology, is rewriting the playbook for hardware. With the debut of its bold new movement—“**Puff the Change**”—CCELL signals a defining shift: not just in products, but in identity, purpose, and innovation. The company has transformed from a once-conventional supplier into an agile powerhouse, uniquely equipped to shape what’s next.

Rooted in deep R&D and powered by a customer-first mindset, CCELL is now taking aim at the future: **disposables**. Just as they’ve revolutionized the nicotine space, all-in-one devices are set to dominate cannabis—delivering clean design, elevated user experience, and precision performance. CCELL is not following that trend; it’s leading it.

“This isn’t a product campaign—it’s a mindset shift,” said Nicholas Kovacevich, Corporate Relations Director at CCELL. “We’re not chasing the market. We’re shaping it.”

A Culture of Innovation, Engineered to Move Fast

This transformation is built on science. CCELL reinvests over **10% of its annual revenue into research and development**, powering a global network of **1,400+ engineers and scientists**, including more than **120 PhDs**. Its state-of-the-art labs are purpose-built to drive breakthroughs in safety, thermal dynamics, and materials innovation. The result? Devices that don’t just meet standards—they set them.

A Bold Brand Transformation

Once known for quiet consistency, CCELL has reinvented itself as a fast-moving, customer-focused innovator. By accelerating its product development cycle, CCELL now responds to market trends in real time and leads the charge in atomization science.

Behind this momentum is the company's **Tripartite Support System**—a fully integrated collaboration model linking R&D, marketing, and sales. This structure enables **shorter development cycles, faster feedback, and tailored solutions** for brand partners who don't want off-the-shelf—they want next-level.

Leading the Disposable Revolution

"Puff the Change" is both a call to action and a clear market position. Disposables aren't a fad—they're the future. Consumers want **simple, stylish, and premium**. Retailers want consistency. Brands want differentiation. And CCELL delivers on all three. With next-gen disposables already in market and more on the way, CCELL is shaping the category with both **performance and personality**.

"We used to be a hardware company," Kovacevich said. "Now we're a solutions partner. We co-create. We adapt. We move fast—because that's what our clients need to win."

The New CCELL

This transformation is part of a larger brand reinvention. From visual identity to product strategy to the company's voice in the marketplace, CCELL has re-emerged as **a leader that listens, iterates, and builds fearlessly**.

With the industry rapidly professionalizing and consumer expectations rising, CCELL's leadership is clear: grounded in science, proven in performance, and backed by a full ecosystem of support.

Whether you're a global MSO or an emerging brand looking to stand out, CCELL is the hardware partner built for your future.

Puff the change. Lead the future. CCELL is ready.

About CCELL®

CCELL® is a global innovator in vaporization technology and a flagship brand of Shenzhen Smoore Technology Ltd. Known for revolutionizing the industry with the first ceramic vape coil, CCELL continues to lead through cutting-edge R&D and a commitment to quality, safety, and performance. With advanced labs, a global engineering network, and a partner-first mindset, CCELL powers the cannabis industry's most trusted hardware.

Learn more at www.ccell.com.

Media Contact

CCELL

*****@ccell.com

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