

# Sun Sentinel

## E-cigarettes company moves to Pompano Beach

January 21, 2014 | By Miriam Valverde, Sun Sentinel

One of the nation's top [electronic](#) cigarettes [companies](#) has moved its headquarters from New Jersey to Pompano Beach, citing better access to major ports and airports as one of the reasons.

Logic [Technology](#) Development LLC delivers its e-cigarettes nationally and internationally and needed a new [home](#) as a result of the company's growth, a top executive said.

"As we looked at everything from warehouse to logistics of importing and exporting ... Pompano Beach worked out exceptionally well," said Miguel Martin, president of Logic Technology [Development](#) LLC.

E-cigarettes are battery-powered tubes that vaporize liquid containing nicotine, flavoring and a variety of other chemicals. Logic's e-cigarettes retail from \$9.95 to \$19.99 and [offer](#) a "full spectrum" of nicotine levels, with some even having 0 percent nicotine, Martin said.

Consumers use e-cigarettes as an alternative to smoking cigarettes, cigars or pipes.

Logic was founded in Livingston, N.J., in 2010 and now ranks as the No. 2 company nationwide for e-cigarettes [sales](#) in convenience stores, according to a Nielsen C-Track Database and Wells Fargo [Securities](#) LLC report.

Logic sells about 20 percent of the e-cigarettes bought in those stores, outnumbered only by LO's blu, which commands about 45 percent of the market, the report stated.

The growing industry is believed to generate \$1.8 billion in annual retail sales.

"What's driving their popularity is the fact that it mimics smoking

without smoke," Martin said.

Logic brought its executive team from New Jersey and has added about 10 additional employees to work for its warehouse and logistics operations, he said. The [company](#) plans to hire more local people for its customer service department and will seek South Florida companies to handle its accounting, legal and government affairs, Martin said.

The company considered sites in Miami and north of Pompano along the Interstate 95 corridor before deciding on Pompano. Besides having convenient access to transportation channels, the Pompano site also had an air conditioned warehouse and those "are not easily attained," Martin said. "Both [property](#) and location worked out well." Logic's new 23,000-square-foot headquarters is at 2004 NW 25th Ave.

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