

December 5, 2024



# Greenlane Continues Product Diversification Strategy with Additional Homeland Security and Health Safety Product Offering

**BOCA RATON, FL / ACCESSWIRE / December 5, 2024** /Greenlane Holdings, Inc. ("Greenlane" or the "Company") (NASDAQ:GNLN), one of the premier global sellers of premium cannabis accessories, child-resistant packaging, and specialty vaporization products, today announced it has begun distribution of Toxi Shield by Safety Strips' premium quality and competitively priced iodine tablets produced by Safety Strips, Inc, a portfolio company of Safe Supply Streaming Co Ltd. (CSE:SPLY)(FSE:QM4)(OTCQB:SSPLF). Potassium iodide (KI) tablets are specially designed to protect your thyroid gland in emergency situations where harmful radioactive iodine exposure is a concern and the need for a reliable short-term protection measure is recommended for use by health authorities.

KI, a non-prescription drug, does not protect against external radiation but can help protect the thyroid gland, a hormone-producing gland in the neck, from ingested or inhaled radioactive iodine that might be released into the atmosphere in a radiation emergency, such as a nuclear power plant accident. Additionally, recent directives from the Swedish and Norwegian governments include the recommendation to its citizens that they have a supply of KI tablets in the event of a nuclear accident.

"With rising fears of a [potential nuclear conflict](#) or accident after Russia's invasion of Ukraine and tech companies increasingly considering nuclear power to meet their energy needs, we believe adding the Toxi Shield product to our distribution platform is consistent with our ongoing product diversification initiative designed to offer our customers a broader array of premium health, safety and wellness products," said Barbara Sher, Chief Executive Officer for Greenlane. "We have made meaningful progress over the last six-months adding high margin products that have applications in new markets for Greenlane, where our deep customer relationships and broad distribution capabilities can drive added revenue opportunities for the company."

The Toxi Shield by Safety Strips brand of premium quality and competitively priced iodine tablets are manufactured in a Good Manufacturing Practice(GMP)-certified facility in the USA, ensuring superior quality control and adherence to industry standards. Greenlane has an exclusive distribution agreement with Safety Strips, Inc. and is also able to ship globally.

## **About Greenlane Holdings, Inc.**

Founded in 2005, Greenlane is a premier global platform for the development and distribution of premium smoking accessories, vape devices, and lifestyle products to thousands of producers, processors, specialty retailers, smoke shops, convenience stores, and retail consumers. We operate as a powerful family of brands, third-party brand

accelerator, and an omnichannel distribution platform.

We proudly offer our own diverse brand portfolio and our exclusively licensed Marley Natural and K.Haring branded products. We also offer a carefully curated set of third-party products through our direct sales channels and our proprietary, owned and operated e-commerce platforms which include [Vapor.com](https://vapor.com), [PuffitUp.com](https://puffitup.com), [HigherStandards.com](https://higherstandards.com), [Wholesale.Greenlane.com](https://wholesale.greenlane.com) and [MarleyNaturalShop.com](https://marleynaturalshop.com).

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### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 concerning Greenlane and other matters. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this press release are only predictions. Greenlane has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that it believes may affect its business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. You should carefully consider the risks and uncertainties that affect our business, including those described in our filings with the Securities and Exchange Commission ("SEC"), including under the caption "Risk Factors" in Greenlane's Annual Report on Form 10-K filed for the year ended December 31, 2023 and the Company's other filings with the SEC, which can be obtained on the SEC website at [www.sec.gov](http://www.sec.gov). These forward-looking statements speak only as of the date of this communication. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements, whether as a result of any new information, future events or otherwise. You are advised, however, to consult any further disclosures we make on related subjects in our public announcements and filings with the SEC.

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