

HAYPP LAB

QLIK MAY 2025 UPDATE DOCUMENTATION

Velo Product Name Updates

Dimension Update

Product Name Mappings

New Qlik Name	Previous Qlik Name	Other Qlik Name (where applicable)
Velo Arctic Grapefruit	Velo Frosty Grapefruit	
Velo Blue Raspberry	Velo Tangled Berry	
Velo Bright Spearmint Mini	Velo Spiffy Spearmint Mini	Velo Easy Mint Mini
Velo Crispy Peppermint	Velo Ice Cool Mint	
Velo Crispy Peppermint Mini	Velo Ice Cool Mini	
Velo Freezing Peppermint	Velo Mighty Peppermint	Velo Freeze X-Strong
Velo Freezing Peppermint Ultra	Velo Mighty Peppermint Ultra	Velo Freeze Ultra
Velo Freezing Peppermint Max	Velo Mighty Peppermint Max	Velo Freeze Max
Velo Green Spearmint	Velo Witty Spearmint	Velo Mint
Velo Purple Grape	Velo Groovy Grape	Velo Royal Purple
Velo Purple Grape Mini	Velo Groovy Grape Mini	Velo Royal Purple Mini
Velo Lime Flame	Velo Fresh Jalapeno	
Velo Peppermint Storm	Velo Cool Storm	
Velo Ruby Berry	Velo Blushy Berry	
Velo Salty Liquorice	Velo Salty Liquorice	Velo Liquorice
Velo Simply Spearmint Mini	Velo Humble Spearmint Mini	
Velo Sour Lime Mini	Velo Punchy Lime Mini	
Velo Tropical Mango	Velo Breezy Mango	Velo Tropic Breeze
Velo Twisted Pineapple	Velo Caribbean Spirit	
Velo Wintry Watermelon Mini	Velo Iced Melon Mini	
Velo Zesty Elderflower	Velo Elderflower Spritz	
Velo Zingy Eucalyptus	Velo Eucalyptus	

Updates

- In order to align consumer engagement and behaviour metrics across SKU renamings by Velo, the previous Velo product names have been retrospectively merged with the current ones.
- This will enable the correct identification of product Trial, Loyalty, Repurchase, Favourites & Switching for these products.
- The primary effect of this change will be seen in the transitional moments of these renamings, and on all metrics with these particular products selected. If these products are included in the selection this will affect the overall numbers shown, even if other products are also included, such as when selecting the whole Product Type of Nicotine Pouches.